

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

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VOL. II.

NEW YORK, MAY 28, 1890.

NO. 33.

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YOUR NEWSPAPER  
ADVERTISING?

N. W. AYER & SON,  
NEWSPAPER ADVERTISING AGENTS,  
PHILADELPHIA.

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# THE LADIES' HOME JOURNAL

Pays the highest prices for the best obtainable matter in all its departments. It caters to the best classes of society and is in a position to command the best thoughts of the best writers, and the services of the most distinguished American Artists and Engravers. Its advertising columns are as carefully edited as the editorial page and are always filled, weeks in advance, by the best known and leading advertisers of the country.

The confidence with which readers regard its advertising columns is so strong that results are DOUBLE what would be expected from the same circulation in a combination of other mediums. The demand for its space is such that an advance in advertising rates is contemplated for the coming year. Present rate \$2.00 per line each insertion with no discount for any length of time or amount of space.

Circulation for the past year 542,500 copies each issue, not including November and December numbers, of which we print one million copies each.

CYRUS H. K. CURTIS, PUBLISHER,  
PHILADELPHIA, PA.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. II.

NEW YORK, MAY 28, 1890.

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## ADVERTISING A HOTEL.

Doubtless many hotel proprietors into whose hands this copy of PRINTERS' INK will come are now considering the advisability of doing some newspaper advertising, with a view to increasing their patronage during the coming season. To these a few words of special advice on this important subject will not come amiss.

It would seem that the natural course for the hotel which remains open all the year around and caters to a steady patronage would be to advertise continuously. In such cases the problem of advertising will not be so difficult to solve. The hotels which advertise by the year are generally the large city hotels. For these the best mediums are the daily papers of other cities, though a few advertise quite extensively in class journals and the country weeklies in their neighborhood.

A large proportion of hotel advertising, however, comes from the hotels located at summer resorts, and which are open only a part of the year. The best time for these to begin advertising is from one to two months in advance of the date of opening. Perhaps the early part of May is about the average time for this class of advertising to begin. It should be continued pretty well on through the season. Hotels that keep their cards constantly before the public are apt to catch the transient custom, which is, of course, the class that pays the proprietor best.

One of the first things that the hotel proprietor who is thinking of doing a little newspaper advertising wants to know is, what his prospective investment will cost him. The amount of expenditure will be governed, in the first place, largely by the number of guests he is able to accommodate. The house which has room for only twenty-five guests would certainly not be warranted in spending the same amount of money in advertising as the

hotel with accommodations for 500. Another point that will have to be taken into consideration is the amount of expenditure in past years. If a hotel spends a large amount of money one year in advertising it will be necessary for it to expend only a fraction of the amount the next year. When the Hotel Kaaterskill—which is said to be the largest of its class in the country—was first opened a large sum was invested in this way. Now that it has become better known it is able to get satisfactory results with smaller announcements. In other words, it is now getting the interest on its original investment.

Some proprietors invest as little in advertising as from \$10 to \$25, but as a rule the lowest limit does not run below \$25 to \$50 a season. From that figure the advertising expenditure of the various hotels extends all the way up to \$2,500 and even \$5,000.

In this connection it may be mentioned that newspapers are well disposed towards hotel advertisements as a class, and generally accept them at a discount. This ranges from 10 to 25 per cent., and in some instances this special discount is as high as 50 per cent. These rates are not generally published, but they are known to the advertising agent, who always gives this information to hotel proprietors who apply for it.

The next most important question to consider is the selection of mediums. The custom has prevailed among hotels, to an extent far too great for their own good, to advertise in those papers that solicited their patronage most persistently. This, of course, is not based upon sound business principles. The hotel proprietor can evade this difficulty altogether, and thus save himself much annoyance without any other extra outlay, by simply placing himself in the hands of a reliable advertising agent. In selecting his agent, the proprietor should be careful to choose one who

stands well with the publishers and has a reputation for prompt payment, as these considerations will have much influence in procuring low rates.

As regards the best mediums for the hotel advertiser's purposes, the leading dailies undoubtedly come first. A few society papers, making a specialty of hotel news, are excellent mediums—the New York *Home Journal* being a leading example of this class. After these come the leading weekly, religious, literary and other class papers circulating among well-to-do people with money to spend. The monthly magazines, such as the *Century*, *Harper's* and *Scribner's*, are good; but it should not be forgotten that copy for these publications must be sent in a month in advance. The advertising pages for the issues of June, for example, are generally closed by the first of May.

Other things being equal, those papers make the most desirable mediums which publish many summer-resort advertisements. On the same principle the paper which devotes considerable space to news and gossip from the various watering-places is a good medium, since such a feature indicates that it numbers among its readers those who would be likely to become patrons of the summer hotels.

The next point to receive consideration will be the writing of the advertisement. The first error which the advertiser is to be cautioned against is that of saying too much. The public is suspicious of hotels whose attractions are unusually remarkable. The opposite mistake of saying too little, and thus failing to give the advertisement any individuality whatever, is also to be avoided. In striking the proper medium, the advertiser will be governed largely by circumstances. If his house is in some well-known place, such as Newport, it will, of course, be unnecessary to dilate upon the location. On the other hand, in advertising a hotel in some remote place or location with which the public is not generally familiar, it will be advisable to say something of its situation and principal physical features.

Hotels need to advertise in the best papers, and as a long advertisement in such mediums is expensive, it has become the custom to make the newspaper advertisement little more than a card, and then to tell the story at length in circulars or pamphlets, for which the public is invited to apply. As the suc-

cess or failure of the newspaper advertisement, therefore, rests largely upon the pamphlet, great care should be taken in getting it up. Dainty bits of scenery scattered in among the text will add much to the attractiveness of such a volume; and a judicious use of the camera, in combination with some of the pretty modern reproductive processes, ought to prove an effective method of increasing a hotel's summer patronage.

The best method of procedure in writing the advertisement of a hotel is to find out what are the leading attractions of the house, what the features are that bring guests there year after year, and then incorporate them in a neat card. Little or no display is needed, as newspapers generally classify such advertisements.

Diffuseness and lengthy particulars are to be avoided; but from the following list of points, in which guests are specially interested, hotel proprietors will be able to select those which individual circumstances indicate are the best for mention: Location; terms; distance from neighboring city, with exact time it takes to make the trip; time of opening and closing; sanitary character; cuisine; views; temperature; amusements, such as tennis, boating, bowling, bathing, driving, fishing, etc.; character of service; character of appointments, including elevator, electric lights, etc., and number of guests. It is also thought well sometimes to add the length of time which the house has been established; and the absence of mosquitos in the minds of many persons is one of the strongest recommendations a summer resort can have. The invitation to apply for circulars, of course, should not be forgotten.

Some of the large city hotels which spend a great deal of money in advertising lay much stress on the reading notice, especially for country readers. For ordinary purposes, however, this is not recommended. The plain out-and-out advertisement which appears in the regular advertising columns, and is just what it purports to be, it is thought will produce the most satisfactory results. A reasonable request for a reading notice, however, in connection with a paid advertisement, will, if made in a reasonable way, be occasionally granted.

In conclusion it may be said that many hotels at summer resorts are being advertised extensively, and their

business is thereby considerably increased. Their proprietors have found newspaper advertising to be an effective and comparatively cheap method of bringing them in contact with the class of persons likely to become their patrons.

#### A HOTEL ADVERTISEMENT.

The Bang Hotel, of Cillyville, which is about to open its doors for the tenth season, wishes to inform its patrons and the public in general that, during the past winter, it has painted its piazza, added a handsome clerk to its staff, employed waiters from Horrid College, and procured other facilities to add to the comfort of its guests.

The advantages of the Bang Hotel are too numerous to require recapitulation here; suffice it to say that its managers have banished the electric light as opposed to all sentiment; that they allow a napkin to each guest; that they employ at a large salary a "special summer-resort correspondent," whose only duty is to send the doings of the Bang Hotel guests to the city papers, and that they give credit on good security.

The beauties of Cillyville are well known—the farms, the brooks, the trees, the hills and the post-office. The air is salubrious and free from lightning-bugs, and the water is as pure as any advertising circular can make it.

Now is the time to apply for rooms and credit.

P. S.—Dogs of good breeding and unincumbered widows are admitted to the privileges of this hotel.—*Judge.*

#### ENGLISH CUSTOM.

It is to the credit of the English press that it has kept the advertisement to its place. English journalism has been most scrupulous in the observance of an unwritten rule which prevents any advertised business scheme, no matter how commendable, being put before the public in the shape of news. The newspapers of this country have also abstained, as a rule, from the practice of using larger type for one advertisement than another. It does not follow from this that there is no scope for ingenuity in the construction of an advertisement. One has only to turn to any of our leading journals to discover how attractive an advertisement may be made

with no more than two varieties of type. Very much depends, of course, on the way in which an advertisement is expressed, but much more depends on the printer, to whose skilled taste in the matter the advertiser had better trust than seek to lay down rules in ignorance of technical requirements.—*Leeds (Eng.) Mercury.*

#### ZOOLOGICAL ADVERTISING.

THE advertisements in trade or class journals are often so technical in their language or illustrations as to bewilder the lay reader. Many of them are ingenious and will repay the student of advertising science. The following advertisement, from a paper devoted solely to the interests of bicycling, is a case in point:



In this picture the rider is mounted on a "Star" bicycle, and to the uninitiated it would seem that the picture was simply a claim that riders of the "Star" are able to travel faster than the various animals depicted in the cut. But the motley group following the rider all represent various competitors of the "Star." Thus the "Kangaroo," represents one of the first types of "safety" machines; the "Eagle"—its feathers not out yet—represents a recently invented machine; the goose represents the "White Flyer," a sort of machine much ridiculed by the majority of bicyclers. The goats represent the great family of low, safety machines—they, for some inscrutable reason, being dubbed "goats," in the slang of the sport.

THE *Police Gazette* has carried an advertisement in its columns for forty-eight years. The space was engaged on the first number and the advertisement has continued to this day, never missing a single issue. Can this record be broken? We think not.—*Newsman.*

**ADVERTISING AGENTS, AD-  
VERTISERS AND PUB-  
LISHERS.**

The following correspondence from the office of one of the most prosperous and best-managed newspapers indicates a move in a direction from which advantages are likely to come for all parties in interest:

THE NEW HAVEN REGISTER,  
NEW HAVEN, Conn., May 6, 1890. }

Mr. ———, New York:

Dear Sir—We do business with but very few advertising agents and do not care to increase our list. If you have any business to place in this paper, upon which you desire a commission, would refer you to Geo. P. Rowell & Co., who might possibly be willing to allow you something for the business that you place in their way. L. L. MORGAN, Bus. Mgr.

NEW HAVEN, Conn., May 5, 1890.

Mr. ———, New York City:

Dear Sir—We do not care to increase the number of advertising agents with whom we do business. If you desire a commission on the \* \* \* business, would recommend you to go to Geo. P. Rowell & Co., who may be willing to give you a portion of their commission. L. L. MORGAN, Bus. Mgr.

NEW HAVEN, Conn., May 6, 1890.

Geo. P. Rowell & Co.:

The enclosed will explain itself. We are endeavoring to get rid of the annoyance of the small agents. If we fail to get the business that they have control of, on account of our method, shall have to do so. We thoroughly believe it is for the best interest of all concerned that all advertising should be sent through the few leading and responsible agents. We wish all the better papers of the country could see it in this light, as it would unquestionably result to their benefit. Very truly yours, L. L. MORGAN, Bus. Mgr.

That advertising agencies are needed is a fact pretty well demonstrated by the list of more than one hundred institutions of this character which are enumerated in the New York Directory. Probably in the United States the number is not far from three hundred. Yet every publisher of a newspaper can count upon his fingers the names of every advertising agency from which he is pleased to receive an order. The number with which an individual publisher will be content to have an open account to the amount of a thousand dollars does not, perhaps, exceed a dozen.

To conduct a well-equipped agency in the city of New York requires the use of a capital of not less than one hundred thousand dollars, and an expense account for rent, clerk hire, postage, printing, etc., of a thousand dollars a week. These make heavy inroads into the commission account. With

papers which uniformly adhere to the exact schedule of charge, the advantage which the agent who does business without the expensive luxury of an office possesses over one who endeavors to be thorough and well equipped, is evident. In every case where there is competition the agent without the office can deduct to the advertiser that portion of the commission which goes to pay the office expenses of the other, and thus underbid him.

With papers which have a sliding scale of charge, making the best trade possible in each case, the agent with the office having a better credit is able to get the work done cheaper; but here steps in the inexperienced, reckless or dishonest agent, already pretty well known as enterprising, and on the chance of never paying at all or of getting even in some way not quite plain to anybody, not even to himself, takes the order by underbidding the agency which would have been sure to pay. At no time within the past twenty years has there failed to be in New York City an advertising agency of doubtful credit—which did about as much business as the best; nearly every dollar of which would have reached the papers through a responsible house had not the easy, good-natured methods of publishers put these men on the same plane with well-established houses, and enabled them to intercept a handsome percentage of the best advertising patronage.

In undertaking at this time to pass in review the relations of publishers, advertisers and advertising agents, let us separate each of the interests to be considered.

1st. Publishers'.

2d. Advertisers'.

3d. Advertising Agents'.

Publishers are persons who have advertising space in newspapers which they wish to sell.

Advertisers are persons who wish to buy advertising space in newspapers.

Advertising Agents are middle men who come in between Publishers and Advertisers.

The object of each may be stated as follows:

The Publisher sells advertising space for the sake of the money which it will bring him.

The Advertiser buys advertising space in the hope of realizing a benefit from the purchase and use of it.

The Advertising Agent comes between the Advertiser and the Publisher for the purpose of making money for himself.

Primarily, then, the object of each of the three classes whose interests are being considered is *profit*.

The Publisher will conduct the business of selling his advertising space in the manner which seems to him will bring him the largest amount of profit—not for a day, a week, or a year, necessarily—but in the long run.

The Advertiser will consider only the question how he may obtain the greatest amount of advertising space, of the best quality, at the lowest cost.

The Advertising Agent will conduct his affairs in the way which he believes will bring him the largest clientage from among advertisers and the greatest amount of consideration from publishers.

Advertising agents are { Middle men,  
Brokers,  
Selling agents,  
Guarantors.

If buyer and seller could always reach each other; if the buyer knew of all that is for sale in the market of the commodity he wanted, its quality and price; if the seller knew every possible purchaser; if the seller could always be depended upon to deliver, in quantity and quality, exactly what he sells, and the buyer to take and pay for what he has bought—then there would be no need of the middle man. As business is now conducted, middle men are needed! They fill a place! and the laborer is worthy of his hire.

The advertising agent must conduct his transactions in the way which will bring him the largest clientage among advertisers and the greatest amount of consideration from publishers. It is found in practice that the advertising agency which commands the largest amount of desirable advertising patronage will be accorded the greatest consideration from publishers. It is to the advertiser, therefore, that the advertising agent owes allegiance. He must stand by and protect the advertiser if the heavens fall. His business life depends on his good faith to the man who pays him the only money he ever receives. In all brokerage transactions the seller pays a commission. It is the law of trade! The commission pays for finding the buyer, negotiating the sale, handling the goods; and if the

broker becomes responsible to the seller for the proceeds, an additional allowance is usual as a consideration for the *guaranty*. Where a guaranty is a part of the consideration paid for, the quality of being responsible becomes a requisite in the broker:—failing to possess that quality he is not competent to transact the business in accordance with the implied understanding of the contract.

It is a cause of complaint on the part of those newspapers that have fixed advertising rates, strictly maintained, that advertising agents make a practice of dividing the agent's commission with the advertiser, and thereby cut under the publisher himself and exert an influence toward demoralizing his business. As a remedy, the publisher having many agents on his books, and despairing of dissuading all of them from the objectionable practice, adopts it himself and allows the agent's commission to the advertiser who applies direct. The sentiment of a publisher on this subject is set forth in the following extract from a letter from the *Galveston News*:

"As regards your assertion that we discriminate in favor of advertisers, we have heretofore admitted this, and made the point that this action was forced upon us by the action of agents who discriminated against us by accepting advertising at a lower rate than the advertiser could procure from us direct. This necessitated our meeting the competition, and there was but one way to do this. It would be much more preferable to us to maintain our schedule under any and all circumstances. So long, however, as the present *modus operandi* is in operation with the agencies we shall feel the necessity of continuing our present policy."

The paper quoted above is understood to have changed its plan, and now allows a commission only to recognized agents. If it should ever come about that a single agency in New York should control one-half of all the advertising now forwarded by the one hundred and more established here, it could do the work better at one-half the present rate of commission. It is not practicable, however, to limit the agencies in New York to one or two; but it is possible for every publisher to name such as he likes to deal with; print their names on his rate card, and whenever he decides to authorize a new one to act, to give due notice to all who are previously appointed, so that each may know who the new competitor is.

In a few years the agency which renders best service will have the special and exclusive agency for a considerable number of desirable papers, and find



itself in position to refuse to act for the publisher who is not square. The publisher, in turn, who is not satisfied with the agent of his choice will, after due notice, cease dealing with him and open an account with another. In this way agents will work for special lines of papers instead of pretending to work for all; will have smaller expenses, and can afford to accept a smaller commission. The agent will pay the publisher's price for advertising; for if that price is not a reasonable one he will prefer to surrender his agency.

A regular customer lately said to his agent, in New York, "Because we deal regularly with you, you must not think that we want to pay big prices. Your bid, furnished yesterday, for the States of Ohio and Indiana, was taken for less money by a man who came to my office; and he says he will discount three per cent. from any figures you make, *he don't care what they are.*" The competitor in that transaction has since made an assignment, but that does not give back the commission which would have been earned had he not possessed authority to underbid the agent who has not assigned. The agencies which are most conservative, and whose orders are most valued by publishers, do not now make a practice of entering into scrambles for advertising orders. It is not to be expected, and possibly not desired, that any agent now conducting his operations in a fairly satisfactory manner shall be deprived of the standing he enjoys.

Is it not possible, however, that an advantage to all concerned could be found by pursuing a plan something like the following?

*First.*—Every publisher of a leading and important paper to prepare, in his own office, taking his own counsel only, a list of all the advertising agents known to him with whom he is willing to have an open account.

*Second.*—Print the list and furnish a copy to every advertising agent named upon it.

*Third.*—A new name not to be added to the list until the publisher has instituted such inquiries as convince him that the new name *ought to be added*, and whenever a new agent is added to the list notice of the fact, with the name of the new agent, to be sent to the agents previously authorized.

*Fourth.*—When an agent is dropped from the list, that fact to be made known to all the others still recognized.

When a publisher has prepared his list as above he will find upon it the names of some whose power to aid him greatly exceeds the others. In New York there may be from two to six who have a power to serve beyond the others in that city. In Boston from one to three such.

It is not probable that in cities other than the two named any publisher will have difficulty in naming one house (excepting in his own city) from which he would prefer to have all orders come, rather than through any other in the same locality. It is not probable that any publisher would fix in his mind more than a dozen agencies in the whole country toward whom he would specially care to direct business. Let the publisher, then, communicate with the dozen, more or less, so selected—whether they make a total of two or twenty—and name to each a special rate or commission of from 2 1-2 to 5, or even 10 per cent., more than is allowed to less desirable, responsible or serviceable competitors in the same field.

This special rate to be confidential, given for special merit, and not to be known as a commission, but as a consideration for special service. For example: A bill for \$100 is sent in. The agent's commission is 15 per cent. Consequently the net amount is \$85; but if 10 per cent. more is allowed for guaranty or for special canvassing, unusual promptness in making payment, or special value of any other sort, then \$8.50 more is deducted, and the net proceeds of \$100 gross is \$76.50 net. If the gross commission allowed is 10 per cent. and 2 1-2 the guaranty, then the bill is reduced to \$90, less \$2.25, or \$87.75 net.

The guaranty allowance, even if very small, would do much toward strengthening the responsible houses, and would permit them to receive advertising orders from special agents and canvassers: allowing to them, perhaps, the same commission which they could obtain at the publisher's office; just as the American News Co. supplies periodicals to small dealers at the same rate that they can get them of the publisher, and still has some percentage left to pay for handling. Such an arrangement as has been outlined would be of little account, except with newspapers of the first class—such as adhere to their rates with considerable firmness.

The best advertising agents, having



offices to attend to, and being expected to be in them to meet customers, do not come so much in contact with the intending advertiser whose plans are not yet made, as does the canvasser—the agent without an office; consequently the man of this class often seems to have control of a line of desirable business which would just as certainly reach the newspapers through an established, responsible agency if not intercepted.

As the responsible agent has felt himself compelled to decline entering into competition for business with those who cannot be held to a performance of promises; so, too, is he inclined to advance the interests of those publishers who appear to appreciate what he can do for them.

Among the resolutions passed by the Convention of Advertising Agents, several years ago, was one which refers to a practice that tends more than any other to take from the hands of an established agency all that sort of business which comes in the form of large advertisements to appear for a day or a few days. The responsible advertiser who comprehends the situation sends for some one *who has a card bearing the words "Advertising Agent,"* and gives him the order and the greenbacks, thus enabling him to get the agent's commission, which he remits to his employer, and receives from him as compensation a small agreed upon sum.

#### The Convention

*Resolved, That, in our opinion, no person is entitled to receive from any publisher the agent's commission whose commercial standing is not sufficient to entitle him to ordinary credit; that a publisher, accepting payment in advance as a consideration for allowing commissions to a new agent, is hereby deliberately perpetrating an injury upon established agents, by placing upon an equal footing with them a person in whom he proves his lack of confidence by declining to open an account.*

The best advertising agencies nowadays confine their efforts principally to securing business for only those that are most worthy; that is, those who give most publicity of best quality for the price—and the papers of this class are now inclined to favor the good and responsible agency over the bad, the doubtful, the untried and unknown.

The recently developed practice, on the part of the established advertising agencies, of publishing a selected list of the newspapers which they will try to specially represent, and of confining their principal efforts to secure busi-

ness for those, instead of scattering their fire over the enormous number of papers of all sorts, has led to a somewhat careful consideration and discussion, by the agents who compose the Association of General Newspaper Advertising Agents, of those practices on the part of newspaper publishers which seem calculated to undermine the agencies and make their business unprofitable. There are some publishers who allow to advertisers every consideration, reduction or commission which they grant to the most favored advertising agents: they boldly adopt these tactics and in a manly way avow them. This is their privilege. There are others who appear to make an effort to do all they can to keep in accord with the leading agencies. It becomes quite important for the agents to be able to know to which class each publisher of a conspicuous newspaper belongs. When a publisher conveys to the agencies the impression that he will protect them in their transactions and then proceeds to allow the agent's commission to the advertiser who deals direct with the newspaper office, the influence upon the business of the agency in such a case is more serious than a plain refusal of any commission whatever; and the agencies are of one accord in pronouncing such a publisher a most dangerous enemy.

#### WHY SHE LIKES IT.

##### To the Editor of The World:

A few weeks ago I received a letter from an author living in Orlando, Fla., asking my rates for copying a voluminous manuscript. My terms were accepted and I received a registered letter containing \$75 in payment for the typewritten work. After completing the manuscript I inquired of the author how he ever heard of me away in Florida. He replied that he saw my ad. in the *New York World*. A friend asked me the other day why I liked the *World*. The above reason was one of the answers, inasmuch as I received such a benefit from a 10-cent ad.

MISS HUGGINS,

Stenography and Typewriting,  
20 West Twenty-third St., New York, May 13.

It would greatly surprise many people to know how surely and cheaply almost every want can be supplied by resorting to an advertisement. It need not be large, or be inserted many times. You don't need to ask your girl more than once if she will have an ice-cream, and the question will be effective if asked in a whisper.

ALLITERATION in advertising is one of the best methods of securing the attention of the public.—*Brockton Shoe*.

## WHY DOES HE LAUGH?

TOLEDO, OHIO.

The features of the odd-looking individual portrayed in the accompanying engraving do not seem to afford exactly the right opening for a learned disquisition on the philosophy of advertising, although their ability to accommodate almost anything of a material nature would hardly be disputed:



## YOU ASK WHY I LAUGH?

Read and Convince Yourself.

I have used Senour's Floor Paint, which gives perfect satisfaction. Dries hard over night, and no sticky floors when it is used.  
For sale by **SOWLES & EDWARDS.**

The possibilities of the human countenance have from time immemorial proved a fertile subject for the imagination of the artist; and the present application to the purposes of the advertiser is far from new. At the same time, its power to affect the risibilities of the average reader—whether his education has been acquired in Pumpkinville or Paris—is undoubted.

A CASUAL glance at a newspaper will show a list of men who helped to build up the town. If you see a good-sized, live advertisement in the paper by each of the principal merchants, and a card from each of the small ones, you need not inquire as to the prosperity of the town—it's solid. But if you find the most extensive merchants not advertising their business, then you set it down as a fact that those who do try to push their business and the town with its interest, have a hard time and an uphill journey all the year round.—*Ex.*

This city expects the new census to place its population at 100,000. Of its six daily newspapers, two are German. The largest circulation, until recently, has been possessed by the *Bee*. It is conducted on business principles, with an eye to dividends for its stockholders. A sturdy Democratic sheet, its weekly edition is also one of the very largest in the State. The *Daily Blade* was long held by its proprietors in such secondary esteem that neither its circulation or earnings were considered of very much account, being so vastly overshadowed in importance by the great weekly (Nasby's paper), that has for years sustained a pretty good claim to the largest issue of any political weekly in the Union. When D. R. Locke died it was generally supposed that the great circulation could no longer be kept up; but the experience of two years has shown that, under the editorial conduct of Mr. Robinson Locke, and the business management of Mr. Lane, the weekly has not lost subscribers, and the daily has increased to such an extent that its regular issue is now close upon 12,000 copies. By publishing "Want" advertisements at a nominal rate it has secured a pretty good showing of that desirable class of business.

The best-looking daily in Toledo today, and the only morning paper, is the *Commercial*—a paper that has generally proved a sort of rat-hole, to be used for pouring down the surplus cash of its from-time-to-time proprietors. It has now fallen into hands which can sustain that pleasant amusement for a considerable time, being at present owned by the Standard Oil people and used to advocate their views, which are, whether justly or otherwise, specially unpopular in Toledo just now.

It is anybody's race for the goal of first place in daily journalism in this city, and persons interested in the outcome will do well not to lose sight of the *Evening News*, a penny paper that daily prints the assertion: "The *News*' circulation is increasing faster than all other Toledo papers combined." The *News* has the ear-marks that in many another case have predicated success.

ADVERTISING bills must be paid. Do not expect your agent to become your partner. Do (and keep doing) just what you can afford to pay for—and no more.—*Herbert Booth King & Bro.*

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

**D**ELAVAN LAKE ANGLER.

**F**ARMER'S CALL, Quincy, Ill.

**T**HE CHICAGO EVENING POST.

**K**ELGUM "TAPE IS THE BEST.

**T**HE CHURCHMAN, the Episcopal Weekly.

**T**HE CHURCHMAN, the Episcopal Weekly.

**T**HE CHURCHMAN, the Episcopal Weekly.

**S**ELIGMAN SUNBEAM, S.W. Mo. & N.W. Ark.

**T**HE MONTGOMERY ADVERTISER leads in circulation in Alabama.

**I**T will pay Summer Resorts to advertise in leading Southern newspapers.

**T**HE NASHVILLE AMERICAN is the leading newspaper of Tennessee.

**T**HE ARGONAUT goes into all the well-to-do families of the Pacific Coast.

**T**ELEGRAPH, DUBUQUE, IOWA. 15,000 circulation. Population, 38,000.

**T**HE KNOXVILLE JOURNAL is the leading newspaper of East Tennessee.

**I**T WILL PAY Summer Resorts to advertise in the RICHMOND (Va.) DISPATCH.

**T**HE MEMPHIS APPEAL leads in circulation throughout the Mississippi Valley.

**T**HE RICHMOND DISPATCH covers the best trade in Virginia and N. Carolina.

**D**AILY & WEEKLY, EVANSVILLE DEMOCRAT, largest circ'n in Southern Indiana.

**L**AUGHLIN FOUNTAIN PEN—best in the world. Laughlin Pen Co., Antwerp, Ohio.

**T**HE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

**T**HE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State.

**J**UNE 14. Immense edition of DELAVAN LAKE (Wis.) ANGLER. Advertise Sporting Goods.

**C**OMMERCIAL GAZETTE, Pittsburgh, Pa., is specially valuable to Summer Resort advertisers.

**T**HE MOBILE REGISTER is the leading paper of Southern Alabama, Mississippi and of Western Florida.

**T**HE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast.

**C**OLORADO EXCHANGE JOURNAL is the monarch of Western industrial weeklies. \$3.00 per year. Denver.

**T**HE COMMERCIAL GAZETTE, Pittsburgh, Pa., has the largest family circulation of any paper in that section.

**T**HE ARGONAUT has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies.

**T**HE CHURCHMAN for years has advertised more Summer and Winter Resorts than any other Religious Weekly.

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**T**HE CHURCHMAN for years has advertised more Summer and Winter Resorts than any other Religious Weekly.

**T**OWANDA REVIEW: only daily paper in L. Bradford Co., Pa., and the leading weekly. Advertising rates reasonable.

**R**EPUBLIC JOURNAL, Littleton, N. H.—Larger circulation (3,730) than any two papers in White Mountain Region.

**S**AN FRANCISCO CALL, the best morning newspaper in California. Unequalled in circulation, character and influence.

**T**ROY BUDGET, most expensive but best advertising medium in Northern and Eastern New York and adjoining States.

**L**OWELL, MASS., has 80,000 population. The TIMES has the largest circulation among all classes. Send for specimen and rates.

**S**AN FRANCISCO BULLETIN—estab. 1835—is the leading evening newspaper of California in circulation and influence. Try it.

**H**OTELS are patronized by Brockton travelers everywhere. Advertise in the ENTERPRISE, Brockton, Mass. Circ'n 6,000.

**S**ALT LAKE TRIBUNE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper in Utah.

**P**REVENTION OF FIRE IN HOTELS and other large buildings. Send 60 cents to WM. PAUL GERHARD, 39 Union Sq., New York City.

**T**HE DAILY TRIBUNE has the largest circulation in Sioux City, Iowa. Sworn statement every month. N.Y. Office, 42 Tribune Building.

**\$1** WILL PAY for 1,000 nicely printed Note Heads, or 500 Envelopes. Send cash with order. JOURNAL PRINTING CO., Kirksville, Mo.

**T**HOUSANDS of single-stamped copies of THE ARGONAUT pass through the San Francisco post-office every week, remailed by subscribers.

**T**ORONTO GLOBE, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily in the Province of Ontario.

**P**APER DEALERS—M. Plummer, & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

**T**HE DENVER REPUBLICAN, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper in Colorado.

**T**HE most complete and valuable DIRECTORY of the DRUG TRADE will soon be issued by D. O. HAYNES & CO., DETROIT. Sample pages on application.

**T**IMES, Hartford, according to the American Newspaper Directory for 1890, and by general consent, has the largest circulation of any daily in Connecticut.

**I**NTERIOR: Chicago; according to the American Newspaper Directory for 1890, has a larger circulation than any other Presbyterian weekly in all America.

**T**HE CITIZEN, Lowell, Mass., has more readers among the classes that patronize "Summer Resorts" than any other paper in the city. Advertising rates low.

**W**RITE to GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York, for information as to cost of Hotel and Summer Resort Advertising.

**D**ALLAS NEWS and GALVESTON NEWS, according to the American Newspaper Directory for 1890, have the largest circulation of any daily papers in Texas.

**B**UFFALO EVENING NEWS, according to the American Newspaper Directory for 1890, has a greater circulation than any other Daily in the State outside of the City of New York, not excepting Brooklyn.

**WE WILL** insert 2 lines 1 week in 1,300 newspapers for \$13.00. Send for catalogue: address **NEW YORK NEWSPAPER UNION**, 134 Leonard St., New York.

**ATLANTA JOURNAL**, according to the American Newspaper Directory for 1890, has the largest circulation of any daily newspaper issued in the State of Georgia.

**THE** placing of Hotel and Summer Resort Advertisements in best mediums a specialty with **GEO. F. BOWELL & CO.**, 10 Spruce St., New York. Good service insured.

**MANITOBA AND GREAT CANADIAN NORTHWEST** completely covered by **WINNIPEG, MAN., FREE PRESS**—8 pages morning and evening; 16-page weekly.

**THE LORD & THOMAS Religious Newspaper Combination** is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

**PEORIA JOURNAL**, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Illinois, outside of the City of Chicago.

**ELECTROTYPES**—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. **THE PRESS ENGRAVING CO.**, 88 and 90 Centre St., N. Y.

**WHEREWITHAL CO'S**, Broad and Chestnut Sts., Philadelphia, Pa., "WHEREWITHAL"—Two-page Book, seven words, and no more surface education. Price \$1.

**THE KANSAS FARMER**, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1890. Ask for sample.

**THE SUNDAY EDITION OF THE BALTIMORE AMERICAN**, according to the American Newspaper Directory for 1890, has the largest issue of any Maryland newspaper.

**BUFFALO TIMES**, according to the American Newspaper Directory for 1890, has a circulation which is exceeded by but one other paper in the State, outside the City of New York.

**PORTLAND OREGONIAN**, according to the American Newspaper Directory for 1890, has the largest circulation of any Daily paper published west of St. Paul and north of San Francisco.

**NATIONAL TRIBUNE** is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

**OMAHA BEE**, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

**WEST SHORE**, an Illustrated Weekly, printed at Portland, according to the American Newspaper Directory for 1890, has more than double the circulation of any other Oregon newspaper.

**JACKSONVILLE TIMES UNION**, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

**THE BOWLING GREEN TIMES-GAZETTE**, weekly edition, has the largest circulation of any paper published in Kentucky outside of Louisville, according to the American Newspaper Directory for 1890.

**MEDICAL BRIEF**: a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

**THE NEW YORK LEDGER** is one of the 35 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**INDIANA FARMER**, published at Indianapolis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural weekly issued in the State of Indiana.

**THE NEWNAN (GA.) HERALD AND ADVERTISER** has been established over a quarter of a century, and has the largest bona-fide country subscription list in western Georgia. Circulation sworn to.

**CHRISTIAN STANDARD**, Cincinnati, weekly, according to Am. Newspaper Directory the leading Christian newspaper and one of the several religious papers exceeding 25,000. Try it. Always full of business.

**WISCONSIN AGRICULTURIST**, Racine, is the only paper in the State printed in English rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue.

**ST. PAUL GLOBE**, Sunday edition, is the only Sunday paper in the State of Minnesota that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue.

**ACCORDING** to the American Newspaper Directory for 1890, **HOME AND COUNTRY**, a monthly Veteran's friend and literary paper at N. Y. City, has the largest circulation of any of its class. Make a note of this.

**THE NEW YORK SUNDAY MERCURY** is one of the 35 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE CENTURY MAGAZINE**, New York, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**THE** weekly edition of the **TOLEDO BLADE** is one of the 35 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**CHARLESTON, S. C. THE NEWS AND COURIER** has the largest Daily Weekly and Sunday issue of any paper published in the State of South Carolina, according to the American Newspaper Directory for 1890.

**GROCERIES**, of all the publications devoted to the Grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the **NATIONAL GROCER**, weekly, N. Y. City.

**LIPPINCOTT'S MAGAZINE**, Philadelphia, Pa., is one of the 35 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE NEW YORK MORNING JOURNAL** is one of the 35 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**POSTEN**, a Norwegian Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890, with having as large a circulation as any newspaper in Iowa. Actual sworn circulation over 25,000.

**LONDON DAILY FREE PRESS**, according to the American Newspaper Directory for 1890, has the largest circulation of any daily in the Province of Ontario outside of the City of Toronto. **GEO. F. BOWELL & CO.**

**FARMERS' REVIEW**: a weekly, published in Chicago; has, according to the American Newspaper Directory for 1890, a larger circulation than any other strictly agricultural publication issued in the State of Illinois.

**THE Weekly Edition OF THE TORONTO MAIL**, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper printed in the Province of Ontario. The Mail, Toronto, Can.

**SAVE Your Eyes.**—Every reader of PRINTERS' INK should use Mingua's Silver Lamp Shade. Latest invention. Best in the world. Send 2c. and receive sample shade by return mail. Address THE E. C. Mingua Jewelry Co., Augusta, Ky.

**HOME AND FARM**, a semi-monthly, issued at Louisville, Kentucky, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural paper published south of the Ohio river.

**NEW DIRECTORY** of Clarksville and Montgomery County, Tenn. 5,000 Names of heads of families. Houses renumbered for Free postal delivery. Orders must be in by June 10. Price \$3.00. Address W. P. TITUS, Clarksville, Tenn.

**LUMBER:** According to the American Newspaper Directory for 1890, the NORTHWESTERN LUMBERMAN, a weekly journal of 36 pages, published in Chicago, has a larger circulation than any other paper devoted to this interest.

**THE SATURDAY GLOBE**, a weekly newspaper, published at Utica, N. Y., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**NO BETTER** advertising mediums in Ohio than DAILY REPUBLIC-TIMES, WEEKLY REPUBLIC and LUTHERAN EVANGELIST. Represented by all responsible agencies. Address A. D. HOTTERMAN & CO., Publishers, Springfield, Ohio.

**SPECIAL** rates for Hotel and Summer Resort announcements, in carefully selected lists of publications adapted for this class of advertising, furnished on application. Address GEO. P. ROWELL & CO.'S Advertising Bureau, 10 Spruce St., New York.

**CIRCULATION** 1,500,000. There were printed and circulated for 1890 the above number of GRILES' ALMANAC. An Almanac calculated for the Gulf States. Space is already being spoken for 1891. Only 14 pages sold. J. W. BURKE & CO., Macon, Ga.

**FARM POULTRY**, Boston, Mass.—Able edited to interest and instruct the many thousands of artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

**WASHINGTON**, Pa.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated;—the newspaper in each place that gives the advertiser the most for his money. On this list THE REPORTER, Daily and Semi-Weekly, is named for Washington.

**THE TOLEDO DAILY BLADE** now has an average circulation of 12,000, reaching some days of each week 13,700. This is a larger circulation than all other Toledo Dailies combined, and the largest circulation of any daily paper in Ohio outside of Cleveland or Cincinnati.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$20, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

**HOTEL** and Summer Resort Advertising should be entrusted to the careful judgment of reliable advertising agents who are thoroughly conversant with the publications best suited for that class of advertising. GEO. P. ROWELL & CO., 10 Spruce St., New York, make a specialty of this line.

**CHATTER**—Nothing like any other paper in America. It insures its readers on the railroads. Every traveler takes it. The best medium for Hotel Proprietors. Its stories, jokes and pictures captivate man, woman and child. Address for advertising terms to E. G. RIGGS, 19 Beckman St., N. Y.

**JOURNAL OF AGRICULTURE**, weekly. Guaranteed and sworn circulation 45,000 weekly. 25c. per square line. Send for sample copy. Journal of Agriculture, St. Louis, Mo.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$30, he will be allowed a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

**SOUTHERN CHRISTIAN ADVOCATE**, published at Columbia, has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address CHARLES A. CALVO, Jr., Columbia, S. C.

**TEXAS FARM AND RANCH**, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern office, 119 Potter Building, New York. J. C. BUSH, Manager.

**ONLY** such publications as are read by people possessed of means are well adapted for Hotel and Summer Resort Advertisers. Those who are desirous of good service in the placing of their advertising should contract with GEO. P. ROWELL & CO.'S Newspaper Advertising Bureau, 10 Spruce St., New York.

**SCRANTON TRUTH**.—Geo. P. Rowell & Co. publish a list of the best, most widely circulated and influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE TRUTH, Daily, is named for Scranton, Pa.

**PEEKSKILL**, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE MESSENGER, Weekly, is named for Peekskill.

**EVERY HOTEL READING ROOM** can be supplied with a copy of the NEW YORK WEEKLY WITNESS free for the season if the proprietor will send us his address and promise to keep the paper on file. The WITNESS will be appreciated by his respectable family guests. JOHN DOUGALL & CO., 150 Nassau St., New York.

**SING SING**, N. Y.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE REGISTER, Weekly, is named for Sing Sing.

**PICAYUNE**.—Managers of Hotels and Summer Resorts will reach a large and influential class of residents in the Southwest, principally in Louisiana and Mississippi, by advertising in the New Orleans PICAYUNE. For advertising rates and sample copy of the paper address NICHOLSON & CO., Proprietors, New Orleans, La.

**RACINE**, WIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE JOURNAL, Daily and Weekly, is named for Racine.

**GREENVILLE**, TEXAS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE BANNER, Weekly, is named for Greenville.

**FLUSHING, N. Y.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL, Daily and Weekly**, is named for Flushing.

**ROANOKE, VA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE HERALD, Daily and Weekly**, is named for Roanoke.

**VICTORIA, Texas.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE ADVOCATE, Weekly**, is named for Victoria.

**ORANGE, N. J.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE EVENING MAIL, Daily**, is named for Orange.

**PEKIN, ILLINOIS.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES, Daily and Weekly**, is named for Pekin.

**MUNCIE, INDIANA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE NEWS, Daily and Weekly**, is named for Muncie.

**NORWALK, OHIO.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE REFLECTOR, Daily and Weekly**, is named for Norwalk.

**MASSILLON, OHIO.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE INDEPENDENT, Daily and Weekly**, is named for Massillon.

**DOVER, New Hampshire.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE DEMOCRAT, Daily and Weekly**, is named for Dover.

**MINNEAPOLIS, MINN.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL, Daily**, is named for Minneapolis.

**NEWBURGH, N. Y.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL, Daily and Semi-Weekly**, is named for Newburgh.

**JOHNSTOWN, N. Y.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE DEMOCRAT, Daily and Weekly**, is named for Johnstown.

**DULUTH, Minnesota.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TRIBUNE, Daily and Weekly**, is named for Duluth.

**NEW BEDFORD (Mass.) EVENING STANDARD.** according to the American Newspaper Directory for 1890, has a larger circulation than any paper printed in Southern Massachusetts. New Bedford has lots of wealthy people, most of whom summer away from home. Advertise your hotels or summer excursions in the **STANDARD**.

**OAKLAND, California.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE ENQUIRER, Daily and Weekly**, is named for Oakland.

**ANNISTON, Alabama.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE HOT BLAST, Daily and Weekly**, is named for Anniston.

**HOMESTEAD, PA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE LOCAL NEWS, Weekly**, is named for Homestead.

**WEATHERFORD, Texas.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE CONSTITUTION, Weekly**, is named for Weatherford.

**TRAVERSE CITY, MICH.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE HERALD, Daily and Weekly**, is named for Traverse City.

**KINGSTON, N. Y.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE FREEMAN, Daily and Weekly**, is named for Kingston.

**KNOXVILLE, TENN.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL, Daily and Weekly**, is named for Knoxville.

**LYNCHBURG, VIRGINIA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE ADVANCE, Daily and Weekly**, is named for Lynchburg.



**BELVIDERE, ILLINOIS.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE NORTHWESTERN, Semi-Weekly**, is named for Belvidere.

**LONG ISLAND CITY, N. Y.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE STAR, Daily and Weekly**, is named for Long Island City.

**BIRMINGHAM, ALA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE AGE-HERALD, Daily and Weekly**, is named for Birmingham.

**NORWICH, CONNECTICUT.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN, Daily and Weekly**, is named for Norwich.

**AUBURN, MAINE.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE GAZETTE, Daily and Weekly**, is named for Auburn, Maine.

**FOND DU LAC, WIS.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE COMMERCIAL, Daily and Weekly**, is named for Fond du Lac.

**NEW HAVEN, CONN.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE REGISTER, Daily and Weekly**, is named for New Haven.

**HOT SPRINGS, ARKANSAS.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE SENTINEL, Daily and Weekly**, is named for Hot Springs.

**WARRENSBURG, MISSOURI.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE STAR, Daily and Weekly**, is named for Warrensburg.

**PARKERSBURG, W. VA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE STATE JOURNAL, Daily and Weekly**, is named for Parkersburg.

**COLDWATER, MICHIGAN.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE REPUBLICAN, Semi-Weekly and Weekly**, is named for Coldwater.

**LAWYERS ARE BUYERS.** The National Reporter System, published weekly, has, according to the American Newspaper Directory for 1890, the largest circulation of any of the law journals—more than half as large as all others combined. Guaranteed 30,000 weekly. For advertising, address S. C. WILLIAMS, Room 43 Tribune Building, N. Y. City.

**NASHVILLE AMERICAN.** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Tennessee the paper named on this list is the **NASHVILLE AMERICAN.**

**THE PEOPLE'S HOME JOURNAL** is one of the 55 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue. The actual circulation is 125,000 each issue, guaranteed. Advertising rates, 50 cents per line. F. LUPTON, Publisher, 106 & 108 Beade St., New York.

**ADVERTISING IN GERMAN NEWSPAPERS** throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete list of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

**TOPEKA CAPITAL.** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Kansas the paper named on this list is the **TOPEKA CAPITAL.**

**LEWISTON JOURNAL.** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the **LEWISTON JOURNAL.**

**HARTFORD TIMES.** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES.**

**ONE** of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best prices you can for me for \$5.00." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

**BURLINGTON FREE PRESS.** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Vermont the paper named on this list is the **BURLINGTON FREE PRESS.**

**THE INDIANAPOLIS NEWS.** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is the **INDIANAPOLIS NEWS.**



**MONTGOMERY ADVERTISER:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Alabama the paper named on this list is the **MONTGOMERY ADVERTISER**.

**SAN FRANCISCO CHRONICLE:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of California the paper named on this list is the **SAN FRANCISCO CHRONICLE**.

**SOUTH CAROLINA:** Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of South Carolina the paper named on this list is the **NEWS AND COURIER** of Charleston.

**BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM** are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1900 accords a regular circulation of more than 100,000 copies each issue. The **ITEM** is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

**COLUMBUS, OHIO.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—the newspaper in each place that gives the advertiser the most for his money. On this list **THE JOURNAL**, Daily, Sunday and Weekly, is named for Columbus. Especial attention is called to the Sunday edition. Only Sunday paper in city that receives Associated Press reports.

**HOTEL AND Summer Resort** announcements inserted upon the most favorable terms obtainable consistent with good service. We seek the patronage of such advertisers as desire to avail themselves of our facilities and apply for estimates with the intention of contracting with us. Send for pamphlet called "Newspaper Advertising." Price thirty cents. Address **GEO. P. ROWELL & CO.**, Newspaper Advertising Bureau, 10 Spruce street, New York.

**ALLEN'S LISTS.**—Of the 27 periodicals to which the American Newspaper Directory for 1900 accords a regular issue of over 100,000 copies, four emanate from the State of Maine and are a part of the combination of low priced family magazines which are known to advertisers as "ALLEN'S LISTS." They are named as follows: **DAUGHTERS OF AMERICA**, **GOLDEN MOMENTS**, **SUNSHINE**, **PRACTICAL HOUSEKEEPING** and **LADIES' FIRESIDE COMPANION**. No other State, with the exception of New York and Pennsylvania, issues so many publications having such exceptionally large issues.

**IT IS A FACT** that within one year every 8-page paper and all magazines and periodicals, together with bookbinders, &c., will be using **DAY'S DIAMOND PASTE**. (Albany, N.Y.) Covered by three patents: a great discovery: a dry powder. "It sticks." It's cleanly: it's cheap! The Argus Company, of Albany, says: "We are using it in our bookbinding, also on the Hoe Web Press from which the *Argus* is printed, to stick together the sheets which enter into the make-up of the paper, and it is all that can be desired." **DIAMOND PASTE** is so good in every respect that we unhesitatingly recommend it."

**BOOKS OF THE BIBLE ANALYZED** by Pres't Schultze (Moravian) is a most welcome premium to offer subscribers. Sample copy, &c., 25 cts. **H. T. FRUEAUFF**, Easton, Pa.

#### WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

#### WANTED.

**GOOD PENMAN.** Wanted to copy at home. Either Sex. Address, with stamp, **PUBLISHING CO.**, 10 S. Gallion, Ohio.

**WANTED.**—By a competent young man a position as Managing Editor of a Country Newspaper. Address "B," office **PRINTERS' INK**, New York City.

**WANTED.**—A first class man for local and editorial work and proof-reading, on a semi-weekly Democratic paper. State salary. References. Printer preferred. Address, at once, **BAKER & MAXON**, Oneida, N. Y.

**EVERY ISSUE OF PRINTERS' INK** is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that cost be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

**NEWSPAPER WANTED.**—The advertiser is desirous of purchasing a well-established, remunerative Republican or independent Newspaper in New York, New Jersey, or some New England State. One printed at a county seat preferred. What is desired is a good paying property, with plant in good condition, in a growing town or city, where prospects would favor further development. Address, with copies of paper, "A. B.," care of **PRINTERS' INK**.

#### FOR SALE.

**ONLY EVENING NEWSPAPER IN CITY** of 60,000 population. Fully equipped. Published daily. Exceptional price for right party. Address "TYPE," Box 517, N. Y. P. O.

**FOR SALE.**—Daily and Weekly Printing Office in Illinois, county seat. Location, outfit and business excellent. Terms satisfactory. Will trade for Western real estate. Address **R. D. MAY**, care **GEO. P. ROWELL & CO.**, 10 Spruce St., New York City.

**PERRY MINERAL SPRINGS**, Pike County, Illinois.—For Sale, 165 acres, 100 rooms, 50 furnished, on Wabash Railroad. Will exchange for Eastern property in part. For photos, analysis of waters and terms, address **E. A. WILSON**, Springfield, Illinois.

**IF YOU** want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send with a dollar bill, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**FOR SALE.**—The **MARYLAND FARMER**, with its plant entire, including the accumulated electrotypes of 27 years, office library and fixtures, an established job business, etc. The oldest and most influential agricultural magazine in Maryland—issued weekly. The health of the proprietor requires the sale. Address **WALWORTH & CO.**, Baltimore, Md.

**FOR SALE.**—The proprietary rights, trademark, etc., in and to the best Catarrh Remedy on the market. Has been on the market about two years. In Western New York and Eastern Pennsylvania. The proprietor is a professional man and cannot devote the necessary time to manufacturing the article. Hence this offer to sell. There is a fortune here for some one. For particulars address **R. P. PAYNE**, 211 Maryland Ave., Duluth, Minn.

## A CONSIDERATION

OF CAUSES WHICH EXERT AN INFLUENCE ON THE PRICE WHICH  
A NEWSPAPER PUBLISHER WILL DEMAND FOR THE INSERTION  
OF AN ADVERTISEMENT.

In the matter of prices for advertising space, newspapers are in classes. There are those who have a fixed schedule of charges, from which they do not deviate. There are others who have schedule rates from which they will not vary much, unless the order is specially desirable, either on account of its amount, character or the influence it will perhaps exert on other advertisers. A third class is composed of newspapers which take advertising, as a rule, on the best terms they can get.

The following are actual communications which have been received from honest, straightforward publishers of newspapers belonging to the last-mentioned class:

"It is impossible for me to forward you a schedule of rates of advertising as I have none."

"I find that I have to make a separate contract with every advertiser, and a schedule is rather a hindrance than a benefit."

"We cannot name an arbitrary rate, for prices must bend to exigencies. Sometimes our columns are full—again we are hungry."

"The reason we ask you \$10 for your last advertisement, and run the other for \$5, is because when we took the first we were in need of 'advertisements,' while now we have all we care for."

"Sometimes it pays to run dead advertisements, and at other times live ones are an objection. I have not found it possible to be governed by cast-iron rates."

The *great* newspapers, those best established and most prosperous, are largely of the first class. For a small advertisement for a week these papers are generally very cheap—considering circulation and influence. They have so much short-time advertising, which goes in at full rates, that they have little space to spare at a reduced price, and consequently hold out small inducement to advertisers to make yearly contracts. The number of newspapers of this class is small.

When a publisher who has variable rates of charge finds that he has much less advertising than he thinks his paper should carry, he is not likely to refuse even a low offer for a desirable advertisement. The publisher of a country weekly, who asks \$100 per annum for a column, having a couple of columns to spare, will be likely to sell one at a low rate to a responsible purchaser—possibly as little as \$20 would be accepted; but, after the contract is closed, if another advertiser applies for a column, he will be likely to have to pay a higher rate; and if two or three come along the paper becomes crowded, and the last applicant may be refused a column, even at \$100, on the ground that space must be reserved for transient customers.

So also a paper which has promised positions to two or three advertisers ceases to have desirable positions to offer, and demands a high price from a new applicant, while a neighboring journal, which may be better or quite as good, not happening to have made any such contract, is entirely free, and may grant the place asked without an increased charge.

So many things influence the price of an advertisement in the large class of newspapers which have a sliding scale of charge, that for an advertising agent to promise an advertiser in advance exactly what he will do, he must charge enough to cover contingencies. Advertising has often been procured for \$20 which could not have been safely promised for \$50.

Thoughtful advertisers perceive that it is sometimes a cheaper and better way to send along an order and leave the price to be arranged afterwards, instead of tying the agent's hands by asking to be told beforehand exactly what is to be done.

If all newspapers were in the invariable practice of requiring and receiving a uniform rate of compensation for a specified amount of advertising, then advertisers would find smaller occasion to avail themselves of the services of the advertising bureau.

The price at which the *average* newspaper publisher will contract for an advertisement, to be inserted by the year, is influenced by a number of considerations. Among the questions which he may ask himself are these:

How much will the advertiser pay?

If I accept the order at the price offered, am I sure to get my money?

How much does the advertising amount to at my schedule rates?

Is it probable that the advertiser considers himself obliged to use my paper?

Are my columns so full that I shall not specially regret it if I fail to secure this order?

Is it a case where, if I do not accept the offer made I shall get nothing, and if I do accept, all that I do receive will be so much clear gain, because I have space to spare which nobody else seems to want at this time?

Nothing is more quickly affected by stagnation in business than space in the advertising columns of most newspapers. It is unlike other kinds of merchandise. The grocer who owns a barrel of sugar will have it in stock to-morrow if he does not sell it to-day; and although the price of sugar may decline it will still be worth something; and there is a possibility that the price may advance. But with a publisher who has a column of space to dispose of the case is different. His newspaper goes to press to-day! If he does not sell his space it is lost, and worse than lost, so far as immediate income is concerned: for if an advertiser does not pay for an advertisement to fill the void, reading matter must be set up for the purpose, and the printer must be paid for the typesetting. Consequently, in the majority of newspapers, except for the local patronage, which is compelled to come from the necessities of the situation, the price of advertising depends largely upon the question, "How much can we get?" This reasoning is not in use in the one hundred great newspaper offices, but is constantly used in the ten thousand less successful establishments, and must always so continue from the nature of the case.

Publishers become expert, and can tell better than would be imagined how much an advertiser will pay. The vender of a patent medicine who has sold his goods to a village druggist on a promise to advertise a year in the village paper, will find the price of that advertising held with greater firmness if the village editor happens to have heard of the transaction.

Advertisers who deal direct with publishers generally occupy larger space and pay more liberal prices than they do when dealing through advertising agents. The tendency of the agency is to place the advertisement in more papers, to secure greater circulation and at smaller cost.

When an advertiser has been dealing direct with publishers, and finally comes to the conclusion that it would be more economical to deal with an agent, there is always friction at first; for the publisher, who has been receiving \$100, net, does not like to accept \$50 or \$80 and pay an agent a commission for stepping in between him and his patron and spoiling a profitable business.

Yet if the advertiser applies to the agent for guidance and advice, the agent must serve him to the best of his ability; but he cannot be of much use unless the advertiser puts the business into his hands and submits to him every communication which comes having a bearing upon it.

It is perfectly well known that the advertising agent receives a commission from the publisher for his services in procuring, forwarding and guaranteeing the payment for advertising patronage; but it must be plain to any one who gives the matter some thought that the publisher of the newspaper will not thank the agent for intercepting business which would be sure to reach him.

When an advertiser is determined to change his method of dealing and employ an agent, it is always best for him to allow existing contracts to expire.

The following is a communication to his agent from an advertiser who fully understands his position and the difficulties which must be surmounted:

I have been giving the matter of advertising very careful consideration, and have concluded that it is not best for us to resume advertising in the papers at the present time. I am afraid that our having advertised by direct contract, and paying some of them pretty steep prices, will be kind of demoralizing. I want to give them a chance to get over that. When we settle the bills with them I am going to have a letter prepared, in which I will set forth the fact that all orders for future advertising will come through you, and then they will not expect anything else.

For any information about advertising, address

GEO. P. ROWELL & CO., Newspaper Advertising Bureau,  
10 Spruce St., New York.

**\$5,000.** One of the most successful Advertisers we ever had always ordered his advertisements in this way, "Get the best service you can for me for \$5,000." He left every detail to us. We were thus enabled to say to a Publisher, if you put this in at a large reduction from your rate it will be no criterion for further transactions. It was a surprise to find ourselves so often able to contract for the insertion of that particular advertisement at half rates, in papers which would not permit us to OFFER their columns at a penny's deviation from their printed schedule. The advertising rates of one New York paper are double those of another which has twice the circulation of the first. Similar discrepancies are not uncommon. The advertisement intrusted to us to be placed in accordance with our judgment often does double service for half the money—a dollar for twenty-five cents.

There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. It can be done, but it is not worth the cost.

### Advertisers See the Point.

TACOMA, Washington Territory.

Messrs. GEO. P. ROWELL & Co.:

We authorize you to expend the sum of about \$1,000 to \$1,100 in advertising for us in New York papers. We leave the disposition of the same entirely to you, trusting you will give the matter your careful consideration and that with your large experience you are more likely to place it where it will pay us. Our future advertising East depends largely upon the benefits and encouragement we derive from this expenditure.

BUFFALO, N. Y.

Messrs. GEO. P. ROWELL & Co.:

You can insert the inclosed advertisement to extent of One Thousand Dollars for us at once, or as soon as practicable, to appear simultaneously in such papers or periodicals as you may select. You must bear in mind, however, that papers circulating among a thoughtful, reading, housekeeping people is what we want; say, the *Century*, *Harper's*, *Chautauqua*, *Cosmopolitan*, *Good Housekeeping*, etc. You must judge of the value of each publication, and all we ask is for you to give us as good an advertisement as possible for the money.

CATLETT, Va.

Messrs. GEO. P. ROWELL & Co.:

I wish to put out advertisements in Louisiana, Alabama, and Georgia to the amount of \$100 for about three months, and I herewith send my check for \$100. These advertisements should be in only first-class papers and papers that ladies read, such as religious or household, as they answer more promptly my advertisement than the male readers. I leave this venture to you and will see if you can do better for me than I did on papers I picked out.

BOSTON, Mass., September 10, 1888.

Messrs. GEO. P. ROWELL & Co.:

We are going to take your suggestion and try an experiment with you.

We will give you \$3,000 (three thousand dollars) for one insertion of inclosed seven-inch, four-column advertisement in a list of papers of your own choosing, you to be governed in your choice by the preferences expressed below:

1st. We want no papers west of Rocky Mountains.

2d. We want no patent insides.

3d. We ask you to avoid all juvenile publications and all papers whose character is such that they are likely to be read chiefly by women.

4th. If you think it wise we should very much prefer to have no papers on the list which do not circulate at least ten thousand copies each issue.

5th. On general principles we would like to go as much as possible into papers we have not used largely.

6th. Avoid all New England papers excepting those which have a general circulation over the country.

7th. We are particularly desirous of having insertions made at once, as the season is now just right, and if there is much delay it will be late.

GEO. P. ROWELL & Co.,

Newspaper Advertising Bureau,

10 Spruce St., New York.

**Publishers of the American Newspaper Directory: Issued Annually: Price \$5.00**

**Publishers of PRINTERS' INK: a Journal for Advertisers: Two Dollars a Year.**

**Advertisements Received for American Newspapers. Complete Files Kept Three Months for Examination by Advertisers.**

Cable Address "Tenspruce."

Telephone Call "Naman 220."



## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, MAY 28, 1890.

FULLY one-half of all the country weeklies in Illinois are printed on the co-operative plan.

You can scarcely sell diamonds to beggars, no more could you rhinestones to kings. Hence, consider the class of your wares and the people most likely to need them. This done, employ the mediums read by that people and your success is a foregone conclusion.

"IN answering an advertisement, please mention the name of this paper." Such a request is regularly inserted in many publications; and all publishers, whether they keep such a notice standing or not, recognize the value of encouraging this practice on the part of subscribers. Owing to this custom, advertisers find that a large proportion of their replies mention the name of the paper in which the advertisement was seen. The *International Journal of Surgery*, published in New York, goes a step further, and prints on one of its advertising pages a series of coupons similar to the following:

**Saw Your Ad. in  
Int. Jour.  
of  
SURGERY.**

This is headed with the request: "When writing to our advertisers please inclose one of these slips." It may be reasonably doubted whether a person in replying to an advertisement would take the trouble to cut out one of these coupons, but it is at least a novel method of emphasizing the main object.

THE following argument in favor of Prohibition papers as advertising mediums is presented by the Connecticut *Home*, a weekly family newspaper now published at Hartford: "The Prohibition paper circulates among a class of well-to-do, thrifty people who don't waste their money in drink, and hence have money to pay cash for what they buy."

THE question of how to build up a newspaper's circulation is one that interests all publishers, whether of city or country papers. The advertiser—to whom the publisher must look for a large proportion of his direct income—has no use for the paper which has not solved the problem. Mr. J. F. Mitchell, of the *Greenville Banner*, struck the nail on the head when he said, in addressing the Texas Press Association recently, that to build up and maintain a good circulation, you must build up and maintain a good paper. The basis to build on consists of brains, education, industry, courage, honor, and "a nose for news."

A PECULIAR style of advertising, which still exists in many towns and rural districts, is the "card of thanks." After a man has passed through some severe tribulation, such as the illness and death of a near relative, he inserts in the local paper a card, formally thanking his friends for their kind attentions. The profits from this class of advertising is not an unwelcome addition to the income of the publisher. But the *Houston (Tex.) Tribune* thinks that the business was rather overdone by a man who caused a card to be inserted thanking the undertaker "for the pleasant and satisfactory manner" in which that functionary buried his wife.

THE custom of an advertiser inserting more than one advertisement in a single issue of a paper seems to be on the increase. The growth of the big dry-goods houses, carrying widely differing lines of goods, seems to suggest the advisability of having different advertisements for the different articles to which it is desired to direct the public's attention. For example, an inspection of a recent number of the *New York Mail and Express* shows, on its front page alone, eight distinct advertisements which are put out by only three firms. The well-known house of H. O'Neill & Co. takes double-column space in

the opposite corners of the page to announce respectively its bargains in millinery and in hosiery—announcements which, it is reasonably concluded, are more effective in this form than if put under the same head. Stern Bros. likewise announce bonnets and gloves in separate space, while the third firm, Simpson, Crawford & Simpson, invite attention in different columns to underwear, men's neckwear, gloves and ladies' jackets.

#### APPRECIATES "PRINTERS' INK."

SATURDAY GLOBE,  
An International Newspaper,  
UTICA, N. Y., May 8, 1890. }

Editor of PRINTERS' INK:

If you see fit to select some of the bright thoughts that appear in PRINTERS' INK, and publish them as splinters from PRINTERS' INK, I think that such a tract would be gladly welcomed by many. O. D. JONES.

PRINTERS' INK has already issued one such "tract" and proposes publishing another on July 1, when the present volume will be completed. It will be in the form of a bound volume of all the year's issues; and will contain not merely "some of the bright thoughts," but all of them.—[Ed. PRINTERS' INK.]

#### PLAGIARISM IN ADVERTISING.

DAVID B. PAGE,  
Practical Advertiser. }  
KANSAS CITY, MO., May 15, 1890. }

Editor of PRINTERS' INK:

In your April 30 number I read the views of the Sioux City (Ia.) *Tribune* on three several classes of advertisers. Inclosed find clippings from *Kansas City Star*, in which similar views are given. Strange, isn't it, views on the same subject should so correspond? Yet we think we remember that by special request copies of the *Star* containing the within clippings were sent to the Sioux City *Tribune*. You will not fail to see the point, and we think will not fail to render unto Caesar the things, etc. The *Star* always acts fairly in such things, and when they clip from PRINTERS' INK give due credit.

DAVID B. PAGE, "The Bard."

In the matter of clippings it is always the wisest as well as the most courteous course to give full credit to the source from which one's information is derived. It is a part of the policy of PRINTERS' INK to give such credit wherever possible. Occasionally complaints have been made, as in the present instance, that clippings were not credited to the proper source; but of course when a paper prints an article which an exchange has no reason to believe other than original, the latter, in reprinting it, can do no more than to give credit to the publication in whose columns it is found.—[Ed. PRINTERS' INK.]

#### ARE "MARRIAGE AND DEATH" NOTICES ADVERTISEMENTS?

THE PETERBOROUGH REVIEW PRINTING  
AND PUBLISHING CO. (LTD.)  
PETERBOROUGH, Ont., May 14, 1890. }

Editor of PRINTERS' INK:

We have grown to look on PRINTERS' INK as the umpire in disputes as to matters relating to advertising. The *Review* is running an "ad." of "Cuticura" for the Mail Advertising Agency, Toronto, Canada, position contracted for being top of column, or first advertisement in broken column alongside reading. Please refer to page of paper inclosed. The advertisement appears as the first advertisement in column and alongside Births, Deaths and Marriages. It has been the custom of the *Review* to insert these notices free. That rule has prevailed for some years. We find they are excellent items of news to go in a country weekly. Numbers of such notices are sent to us for publication; and in order to have the list of such occurrences as full as possible, we clip such as are of local or county interest and insert. Under this arrangement they cannot be paid for, or at least payment could not be expected. They appear without any charge, and the same as other reading matter. Is this advertisement of Cuticura in position? The Mail Advertising Agency says it is not, and that the rule of the *Review*, in not charging for insertion of Births, Deaths and Marriages, is no rule at all. It amounts to this: Does any advertising agent determine what shall be paid for and what not? Is his contention just, that, as most papers charge for inserting such notices, they are to be ranked (in the *Review*) as paid matter? Is the insertion made as per contract? We say it is.

F. H. DOBBIN.

It is customary with the larger papers to insert Births, Deaths and Marriages as advertisements, to be paid for at a specified rate. These figures appear upon the schedule of rates furnished for the guidance of the advertiser and advertising agency. Such notices, being paid-for matter in the leading journals, cannot be classified as pure reading; and a contract calling for position next to "pure reading matter" would not, therefore, be filled by a position next to Deaths and Marriages. The *Review* states that it makes no charge for such notices. This is also true of many other papers; but since the Deaths and Marriages are looked upon and charged for as advertisements by the leading journals, that custom would seem to fix the rule. It may be added, in conclusion, that most persons would consider the position given the Cuticura advertisement in the *Review* to be eminently satisfactory. The column of Deaths and Marriages is one of the most eagerly read features of a newspaper, and, as a matter of fact, a position next to them is frequently paid for at a considerable advance upon regular rates.—[Ed. PRINTERS' INK.]

### THE BEST LIST OF LOCAL PAPERS.\*

Under the heading of "Advertising by Districts," PRINTERS' INK last week published a select list of papers which were recommended to advertisers desiring to reach the different parts of the country with a minimum number of mediums.

This week a more complete selection—known as "The Best List of Local Newspapers"—is given, but it should be understood by advertisers that even by the use of this list, large as it is, the country cannot be covered in a really thorough manner. It is estimated that to insert a three-inch advertisement one year in all the papers here catalogued would cost at least \$25,000. This list does not attempt to name all the papers that may be used by an advertiser to advantage, but is simply a framework upon which may be built a scheme of advertising sufficient to meet any want.

The considerations that have influenced the selection of papers for this list have been as follows: Every place having a population of more than 5,000 or every county seat having a population of more than 3,000 is represented, provided that it has a paper which circulates more than 1,000 copies weekly. This arrangement, it will be noted, may possibly select a daily which circulates no more than 200 copies a day, since that would bring the weekly issue above 1,000. Only one paper in a place, either daily or weekly, or daily and weekly, is named. The papers catalogued have been selected because they are the best, the most influential or the most widely circulated in the place.

One other point deserves to be spoken of, and that is that the list intends to take the paper of best local circulation, and for that reason the preference is given to a daily edition, even though there may be a weekly paper issued in the place having many times the circulation of the weekly edition of the daily paper named. Of course the advertisement which has been contracted for in the daily will generally go into the weekly edition of the same on terms more favorable than could be accorded by a distinctly separate weekly. The better weekly can be added if the advertiser desires to use it.

\* This list is substantially a republication from the 175th edition of Geo. P. Rowell & Co's 256-page pamphlet called *NEWSPAPER ADVERTISING*, issued in April of the current year.

No religious, agricultural or distinctively class papers have been included, yet the entire list comprises considerably more than 1,000 papers. There is a large class of advertisers who will find in this list just what they want.

#### ALABAMA.

Place.	Paper.	Issue.
Anniston,	Hot Blast,	D. & W.
Birmingham,	Age-Herald,	D. & W.
Eufaula,	Times,	D. & W.
Gadsden,	Times-News,	W.
Greenville,	Advocate,	W.
Huntsville,	Mercury,	D. & W.
Mobile,	Register,	D. & W.
Montgomery,	Advertiser,	D. & W.
Seima,	Times-Mail,	D. & W.
Troy,	Messenger,	W.

#### ARIZONA TERRITORY.

Place.	Paper.	Issue.
Phoenix,	Herald,	D. & W.
Prescott,	Courier,	D. & W.
Tombstone,	Prospector,	D. & W.
Tucson,	Star,	D. & W.

#### ARKANSAS.

Place.	Paper.	Issue.
Eureka Springs,	Echo,	D. & W.
Fayetteville,	Sentinel,	W.
Fort Smith,	Times,	D. & W.
Helena,	World,	D. & W.
Hot Springs,	Sentinel,	D. & W.
Little Rock,	Gazette,	D. & W.
Pine Bluff,	Commercial,	D. & W.
Texarkana,	Democrat,	D. & W.

#### CALIFORNIA.

Place.	Paper.	Issue.
Alameda,	Encinal,	S. W.
Chico,	Chronicle-Record,	D. & W.
Eureka,	Times,	D. & W.
Fresno,	Expositor,	D. & W.
Grass Valley,	Tidings,	D. & W.
Los Angeles,	Times,	D. & W.
Marysville,	Appeal,	D. & W.
Merced,	Argus,	D. & W.
Napa,	Register,	D. & W.
Nevada City,	Transcript,	D.
Oakland,	Enquirer,	D. & W.
Red Bluff,	Sentinel,	D. & W.
Sacramento,	Record Union,	D. & W.
San Bernardino,	Times-Index,	D. & W.
San Diego,	Union,	D. & W.
San Francisco,	Examiner,	D. & W.
San Jose,	Mercury,	D. & W.
San Luis Obispo,	Tribune,	D. & W.
Santa Barbara,	Press,	D. & W.
Santa Cruz,	Sentinel,	D. & W.
Santa Rosa,	Republican,	D. & W.
Stockton,	Mail,	D. & W.
Vallejo,	Chronicle,	D. & W.
Woodland,	Mail,	D. & W.

#### COLORADO.

Place.	Paper.	Issue.
Aspen,	Times,	D. & W.
Boulder,	Herald,	D. & W.
Colorado Springs,	Gazette,	D. & W.
Denver,	Republican,	D. & W.
Leadville,	Chronicle,	D. & W.
Ouray,	Solid Munkoon,	D. & W.
Pueblo,	Chiefly,	D. & W.
Trinidad,	Citizen,	D. & W.

#### CONNECTICUT.

Place.	Paper.	Issue.
Ansonia,	Sentinel,	D. & W.
Birmingham,	Transcript,	D. & W.
Bridgeport,	Standard,	D. & W.
Danbury,	News,	D. & W.
Hartford,	Times,	D. & W.
Meriden,	Republican,	D. & W.
Middletown,	Press,	D. & W.
New Britain,	Herald,	D. & W.
New Haven,	Register,	D. & W.
New London,	Day,	D. & W.
New Milford,	Gazette,	W.
Norwalk,	Hour,	W.
Norwich,	Bulletin,	D. & W.
Putnam,	Standard,	W.



<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>	<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>
Rockville,	Journal,	W.	Quincy,	Whig,	D. & W.
So. Norwalk,	Sentinel,	D.	Rockford,	Register,	D. & W.
Stamford,	Advocate,	W.	Rock Island,	Argus,	D. & W.
Waterbury,	American,	D. & W.	Shelbyville,	Union,	D. & W.
Williamantic,	Journal,	W.	South Chicago,	Champion,	D. & W.
			Springfield,	State Journal,	D. & W.
			Sterling,	Gazette,	D. & W.
			Streator,	Free Press,	D. & W.
			Sycamore,	True Republican,	S. & V.
			Taylorville,	Democrat,	D. & W.
			Waukegan,	Gazette,	W.

**DELAWARE.**

<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>	<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>
Dover,	State Sentinel,	W.			
Wilmington,	News,	D. & W.			

**DISTRICT OF COLUMBIA.**

<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>	<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>
Washington,	Star,	D.	Anderson,	Herald,	W.

**FLORIDA.**

<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>	<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>
Jacksonville,	Times Union,	D. & W.	Bedford,	Democrat,	W.
Key West,	Equator-Democrat,	D.	Bloomington,	Telephone,	S. W.
Ocala,	Banner,	W.	Bluffton,	Bugle,	D. & W.
Oriando,	Record,	D.	Brasil,	Leader,	W.
Falakaid,	News,	D. & W.	Columbia City,	Post,	W.
St. Augustine,	News,	D. & W.	Columbus,	Republican,	D. & W.
Tallahassee,	Floridian,	W.	Connorsville,	News,	D.
			Crawfordsville,	Journal,	D. & W.
			Decatur,	Democrat,	W.
			Delphi,	Journal,	W.
			Elkhart,	Review,	D. & W.
			Evanaville,	Journal,	D. & W.
			Fort Wayne,	Sentinel,	D. & W.
			Frankfort,	News,	D. & W.
			Franklin,	Star,	D.
			Goshen,	Times,	D. & W.
			Greencastle,	Star Press,	D. & W.
			Greenburg,	Standard,	W.
			Hammond,	Echo,	D. & W.
			Huntington,	Herald,	D. & W.
			Indianapolis,	News,	D.
			Jeffersonville,	News,	D. & W.
			Kokomo,	Gazette Tribune,	D. & W.
			La Fayette,	Courier,	D. & W.
			La Grange,	Standard,	W.
			La Porte,	Herald,	D. & W.
			Lafayette,	Register,	W.
			Lebanon,	Patriot,	D. & W.
			Logansport,	Journal,	D. & W.
			Madison,	Courier,	D. & W.
			Marion,	Enterprise,	D. & W.
			Michigan City,	Dispatch,	D. & W.
			Mt. Vernon,	Democrat,	W.
			Muncie,	News,	D. & W.
			New Albany,	Ledger,	D. & W.
			New Castle,	Courier,	W.
			Perru,	Journal,	D.
			Plymouth,	Republican,	W.
			Portland,	Sun,	W.
			Princeton,	Leader,	W.
			Richmond,	Palladium,	D. & W.
			Rochester,	Republican,	D. & W.
			Rushville,	Republican,	W.
			Seymour,	Democrat,	D. & W.
			Shelbyville,	Democrat,	D. & W.
			South Bend,	Tribune,	D. & W.
			Terra Haute,	Gazette,	D. & W.
			Valparaiso,	Star,	D.
			Vincennes,	Commercial,	D. & W.
			Warsaw,	Palm-leader,	W.
			Washington,	Times,	D. & W.
				Democrat,	D. & W.

**INDIAN TERRITORY.**

<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>	<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>
Guthrie,	Capital,	D. & W.			
Oklahoma,	Times,	D.			

**IOWA.**

<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>	<b>Place.</b>	<b>Paper.</b>	<b>Issue.</b>
Atlantic,	Telegraph,	D. & W.			
Burlington,	Hawk-Eye,	D. & W.			
Cedar Rapids,	Republican,	D. & W.			
Centerville,	Citizen,	D. & W.			
Charles City,	Patriot,	D. & W.			
Clarinda,	Advocate,	W.			
Clinton,	Herald,	D. & W.			
Council Bluffs,	Herald,	D. & W.			
Creston,	Nonpareil,	D. & W.			
Davenport,	Gazette,	D. & W.			
Decorah,	Democrat-Gazette,	D. & W.			
Des Moines,	Register,	D. & W.			
Dubuque,	Telegraph,	D. & W.			
Fairfield,	Journal,	D. & W.			
Fort Dodge,	Chronicle,	D. & W.			
Fort Madison,	Plaindealer,	D. & W.			
Independence,	Conservative,	D. & W.			

Place.	Paper.	Issue.
Le Mars,	Sentinel,	S. W.
Lyons,	Advertiser,	T. W.
Maquoketa,	Sentinel,	W.
Marion,	Sentinel,	W.
Marshalltown,	Times-Republican,	D. & W.
Mason City,	Express-Repub'n,	D. & W.
Mount Pleasant,	News,	D. & W.
Muscataine,	Journal,	W.
Newton,	Journal,	W.
Oskaloosa,	Herald,	D. & W.
Ottumwa,	Courier,	Sun.
Red Oak,	Sun,	W.
Rioux City,	Journal,	D. & W.
Washington,	Press,	W.
Waterloo,	Courier,	W.
Webster City,	Tribune,	W.

## KANSAS.

Place.	Paper.	Issue.
Abilene,	Reflector,	D. & W.
Arkansas City,	Traveler,	D. & W.
Atchison,	Champion,	D. & W.
Clay Center,	Times,	W.
Concordia,	Blade,	W.
Council Grove,	Republican,	W.
Eldorado,	Times,	D. & W.
Emporia,	Republican,	D. & W.
Eureka,	Dem. Messenger,	D. & W.
Fort Scott,	Monitor,	D. & W.
Great Bend,	Evening News,	D. & W.
Hutchinson,	News,	D.
Independence,	Reporter,	D.
Junction City,	Republican,	W.
Kingsman,	Leader-Courier,	D. & W.
Lawrence,	Tribune,	D. & W.
Leavenworth,	Times,	D. & W.
Manhattan,	Republic,	D. & W.
Newton,	Republican,	W.
Olathe,	Mirror,	D. & W.
Ottawa,	Republican,	D. & W.
Paola,	Republican,	W.
Parsons,	Sun,	D. & W.
Salina,	Republican,	W.
Topeka,	Capital,	D. & W.
Wellington,	Gazette,	D.
Wichita,	Eagle,	D. & W.
Winfield,	Courier,	D. & W.

## KENTUCKY.

Place.	Paper.	Issue.
Bowling Green,	Times,	D. & W.
Catlettsburg,	Democrat,	D. & W.
Covington,	Commonwealth,	S. W. & W.
Danville,	Advocate,	D. & W.
Frankfort,	Journal,	D.
Henderson,	Gleaner,	D. & W.
Hopkinsville,	New Era,	D. & W.
Lexington,	Transcript,	D. & W.
Louisville,	Courier-Journal,	D.
Maysville,	Bulletin,	D. & W.
Mt. Sterling,	Sentinel-Democrat,	W. & W.
Newport,	State Journal,	W. & W.
Owensboro,	Inquirer,	D. & W.
Paducah,	News,	D. & W.
Paris,	Kentuckian-Citizen,	W.
Richmond,	Register,	W.
Shelbyville,	Sentinel,	W.
Somerset,	Republican,	W.
Winchester,	Democrat,	W.

## LOUISIANA.

Place.	Paper.	Issue.
Baton Rouge,	Advocate,	D. & W.
Lake Charles,	American,	W.
New Orleans,	Times Democrat,	D. & W.
Shreveport,	Times,	D. & W.

## MAINE.

Place.	Paper.	Issue.
Auburn,	Gazette,	D. & W.
Augusta,	Journal,	D. & W.
Bangor,	Commercial,	D. & W.
Bath,	Times,	W.
Belfast,	Journal,	D. & W.
Biddeford,	Journal,	W.
Calais,	Times,	W.
Ellsworth,	American,	W.
Farmington,	Chronicle,	D. & W.
Lewiston,	Journal,	D.
Powhatan,	Express,	W.
Rockland,	Courier-Gazette,	W.
Skowhegan,	Reporter,	W.
Waterville,	Democrat,	W.

## MARYLAND.

Place.	Paper.	Issue.
Annapolis,	Capital,	D.
Baltimore,	American,	D. & W.
Cumberland,	Times,	D. & W.
Easton,	Ledger,	W.
Frederick,	Times,	D. & W.
Hagerstown,	Globe,	D. & W.
Lonaconing,	Review,	W.
Salisbury,	Advertiser,	W.
Westminster,	Advocate,	W.

## MASSACHUSETTS.

Place.	Paper.	Issue.
Adams,	Freeman,	W.
Amesbury,	Daily,	D. & W.
Attleboro,	Sun,	D. & W.
Barnstable,	Patriot,	W.
Beverly,	Citizen,	D.
Boston,	Herald,	D. & W.
Brockton,	Enterprise,	W.
Cambridge,	Tribune,	D. & W.
Chelsea,	Telegraph & Pioneer,	W.
Clinton,	Courant,	W.
Dedham,	Transcript,	W.
Fall River,	News,	D. & W.
Fitchburg,	Sentinel,	D. & W.
Franklin,	Sentinel,	W.
Gardner,	News,	W.
Gloucester,	Breeze,	D.
Greenfield,	Gazette & Courier,	W.
Haverhill,	Bulletin,	D. & W.
Holyoke,	Transcript,	D. & W.
Lawrence,	American,	D. & W.
Lowell,	Courier,	D. & W.
Lynn,	Item,	D.
Malden,	Evening Mail,	W.
Marlboro',	Star,	D.
Melrose,	Journal,	W.
Middleboro,	News,	S. W.
Milford,	Journal,	D. & W.
Nantucket,	Inquirer,	W.
Natick,	Bulletin,	W.
New Bedford,	Standard,	D. & W.
Newburyport,	Herald,	D. & W.
Newton,	Journal,	W.
North Adams,	Transcript,	W.
Northampton,	Herald,	D. & W.
Palmer,	Journal,	W.
Peabody,	Press,	S. W.
Pittsfield,	Journal,	D. & W.
Plymouth,	Memorial,	W.
Quincy,	Patriot,	D.
Salem,	News,	W.
Somerville,	Journal,	W.
Southbridge,	Journal,	W.
S Framingham,	Tribune,	W.
Spencer,	Sun,	D. & W.
Springfield,	Republican,	D. & W.
Taunton,	Gazette,	D. & W.
Wakefield,	Citizen & Banner,	W.
Waltham,	Tribune,	D.
Webster,	Times,	W.
Westfield,	Times,	W.
Weymouth,	Gazette,	W.
Worcester,	Spy,	D. & W.

## MICHIGAN.

Place.	Paper.	Issue.
Adrian,	Times & Expositor,	D. & W.
Alpena,	Argus,	W.
Ann Arbor,	Register,	D. & W.
Battle Creek,	Journal,	D. & W.
Bay City,	Tribune,	D. & W.
Big Rapids,	Pioneer,	D. & W.
Charlotte,	Republican,	W.
Coldwater,	Republican,	S. W. & W.
Detroit,	News,	D. & W.
East Saginaw,	Courier-Herald,	D. & S. W.
Flint,	Journal,	D.
Grand Haven,	Tribune,	D. & W.
Grand Rapids,	Democrat,	W.
Hilledale,	Leader,	W.
Howell,	Republican,	D. & W.
Ionia,	Sentinel,	W.
Ishpeming,	Iron Ore,	D. & W.
Jackson,	Patriot,	D. & W.
Kalamazoo,	Telegraph,	D. & W.
LaSalle,	Republican,	D. & W.
Marquette,	Mining Journal,	D. & W.
Marshall,	Chronicle,	W.
Monominee,	Democrat,	D. & W.
Monroe,	Commercial,	W.
Muskegon,	Chronicle,	D. & W.
Niles,	Star,	D.
Ontonagon,	Reporter,	W.

Place. Paper.  
Pontiac, Gazette,  
Fort Huron, Times,  
Saginaw, Journal,  
Sault Ste. Marie, News,  
Traverse City, Herald,  
Ypsilanti, Commercial,

## MINNESOTA.

Place. Paper.  
Albert Lea, Standard,  
Anoka, Herald,  
Austin, Transcript,  
Brainerd, Tribune,  
Crookston, Chronicle,  
Duluth, Tribune,  
Faribault, Republican,  
Fergus Falls, Journal,  
Hastings, Democrat,  
Mankato, Free Press,  
Minneapolis, Journal,  
New Ulm, Post,  
Red Wing, Republican,  
Rochester, Post,  
St. Cloud, Times,  
St. Paul, Pioneer Press,  
St. Peter, Herald,  
Stillwater, Gazette,  
Winona, Republican,

## MISSISSIPPI.

Place. Paper.  
Columbus, Dispatch,  
Greenville, Democrat,  
Jackson, Clarion-Ledger,  
Meridian, News,  
Natchez, Democrat,  
Vicksburg, Herald,

## MISSOURI.

Place. Paper.  
Boonville, Star,  
Butler, Times,  
Carrollton, Democrat,  
Carthage, Democrat,  
Chillicothe, Constitution,  
Clinton, Democrat,  
Fulton, Gazette,  
Hannibal, Journal,  
Independence, Sentinel,  
Jefferson City, Tribune,  
Joplin, Herald,  
Kansas City, Journal,  
Kirksville, Graphic,  
Lamar, Democrat,  
Lexington, Intelligencer,  
Louisiana, Press,  
Macon City, Times,  
Marshall, Democrat-News,  
Maryville, Democrat,  
Mexico, Ledger,  
Moberly, Headlight,  
Nebraska, Mail,  
Rich Hill, Review,  
St. Charles, News,  
St. Joseph, Gazette,  
St. Louis, Globe-Democrat,  
Sedalia, Bazar,  
Springfield, Leader,  
Trenton, Republican,  
Warrensburg, Star,

## MONTANA.

Place. Paper.  
Butte City, Inter Mountain,  
Fort Benton, River Press,  
Helena, Herald,  
Miss City, Journal,

## NEBRASKA.

Place. Paper.  
Beatrice, Express,  
Columbus, Telegram,  
Fairbury, Gazette,  
Fremont, Tribune,  
Grand Island, Independent,  
Hastings, Journal,  
Kearney, Journal,  
Lincoln, Journal,  
Nebraska City, Press,  
Omaha, Bee,  
Plattsmouth, Journal,  
Wahoo, Waup,  
York, Times,

## NEVADA.

Place. Paper.  
Carson City, Appeal,  
Reno, Gazette,  
Virginia City, Chronicle,

## NEW HAMPSHIRE.

Place. Paper.  
Concord, Monitor,  
Dover, Democrat,  
Exeter, News Letter,  
Great Falls, Free Press,  
Keene, Sentinel,  
Laconia, Democrat,  
Manchester, Union,  
Nashua, Telegraph,  
Portsmouth, Chronicle,  
Rochester, Courier,

## NEW JERSEY.

Place. Paper.  
Atlantic City, Union,  
Bordentown, Register,  
Bridgeton, News,  
Burlington, Enterprise,  
Camden, Courier,  
Elizabeth, Journal,  
Hackensack, Democrat,  
Harrison, Record,  
Hoboken, News,  
Jersey City, Journal,  
Long Branch, News,  
Montclair, Times,  
Morristown, Jerseyman,  
Mount Holly, Herald,  
Newark, News,  
New Brunswick, Home News,  
Orange, Mail,  
Passaic, News,  
Paterson, Guardian,  
Perth Amboy, Democrat,  
Plainfield, News,  
Rahway, Democrat,  
Red Bank, Standard,  
Salem, South Jerseyman,  
Somerville, Unionist-Gazette,  
Trenton, Gazette,  
Vineland, Journal,  
Woodbury, Democrat,

## NEW MEXICO TERRITORY.

Place. Paper.  
Albuquerque, Citizen,  
East Las Vegas, Opic,  
Santa Fe, New Mexican,

## NEW YORK.

Place. Paper.  
Albany, Journal,  
Albion, Republican,  
Amsterdam, Democrat,  
Auburn, Bulletin,  
Ballston Spa, Democrat,  
Batavia, News,  
Bath, Farmer's Advocate,  
Binghamton, Republican,  
Brooklyn, Eagle,  
Buffalo, News,  
Cambridge, Post,  
Canandaigua, Times,  
Catskill, Mail,  
Cohoes, Dispatch,  
Corning, Democrat,  
Cortland, Standard,  
Dunkirk, Observer,  
Elmira, Advertiser,  
Flatbush, Gazette,  
Flushing, News,  
Fulton, Times,  
Geneva, Courier,  
Glens Falls, Times,  
Gloversville, Leader,  
Greenbush, Star,  
Greenpoint, Star,  
Herkimer, Citizen,  
Hornellsville, Tribune,  
Hudson, Republican,  
Ithaca, Journal,  
Jamestown, Journal,  
Johnstown, Democrat,  
Kingston, Freeman,  
Little Falls, Journal & Courier,  
Lockport, Journal,  
Long Island City, Star,  
Lyons, Republican,  
Malone, Palladium,

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Mattewan,	Journal,	D. & W.	Lebanon,	Star,	W.
Middletown,	Press,	D. & S. W.	Lima,	Times,	D. & W.
Mt. Vernon,	Chronicle,	S. W.	London,	Democrat,	W.
New Brighton,	Sentinel,	W.	Mansfield,	News,	D. & W.
Newburgh,	Journal,	D. & S. W.	Marietta,	Register,	T. W.
New York,	World,	D.	Marion,	Star,	D. & W.
Norwich,	Telegraph,	S. W.	Marysville,	Tribune,	W.
Nyack,	Journal,	D. & W.	Massillon,	Independent,	D. & W.
Ogdensburg,	Journal,	D. & W.	Middletown,	Signal,	D. & W.
Olean,	Herald,	D. & W.	Mount Vernon,	Republican,	S. W.
Oneida,	Union,	S. W.	Napoleon,	Northwest,	W.
Oneonta,	Herald,	W.	Newark,	Advocate,	D. & W.
Oswego,	Record,	D. & W.	New Philadel'a,	Advocate,	W.
Owego,	Record,	D. & W.	Norwalk,	Reflector,	D. & W.
Peekskill,	Messenger,	W.	Piqua,	Call,	D.
Penn Yan,	Express,	W.	Pomeroy,	Telegraph,	W.
Plattsburgh,	Telegram,	D. & W.	Portsmouth,	Times,	W.
Port Jervis,	Union,	D. & W.	Ravenna,	Republic,	W.
Poughkeepsie,	News-Press,	D. & S. W.	Salem,	News,	D. & W.
Rochester,	Dem. Chronicle,	D. & W.	Sandusky,	Register,	D. & W.
Rome,	Sentinel,	D. & S. W.	Sidney,	Democrat,	W.
Saratoga Sp'ngs,	Saratogian,	D. & W.	Springfield,	Republic Times,	D. & W.
Schenectady,	Union,	D. & W.	Steubenville,	Herald,	D. & W.
Seneca Falls,	Courier,	W.	Tiffin,	Tribune,	D. & W.
Sing Sing,	Register,	D.	Toledo,	Blade,	D.
Syracuse,	Herald,	D.	Troy,	Trojan,	D. & W.
Tonawanda,	News,	D.	Upp'r Sandusky,	Union,	S. W.
Troy,	Times,	D. & W.	Urbana,	Citizen,	D. & W.
Utica,	Press,	D. & W.	Van Wert,	Bulletin,	D. & W.
Wappingers Fls,	Chronicle,	W.	Wapakoneta,	Republican,	W.
Warsaw,	Times,	W.	Warren,	Chronicle,	D. & W.
Watertown,	Times,	D. & W.	Washington C. H.,	Herald,	D. & W.
Yonkers,	Statesman,	D. & W.	Wellsville,	Union,	D. & W.
			Wilmington,	Journal,	W.
			Wooster,	Republican,	D. & W.
			Xenia,	Gazette,	D. & S. W.
			Youngstown,	Telegram,	D. & W.
			Zanesville,	Courier,	D. & W.

## NORTH CAROLINA.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Asheville,	Citizen,	D. & W.	Albany,	Herald,	D. & W.
Charlotte,	Chronicle,	D. & W.	Astoria,	Astorian,	D. & W.
Durham,	Union,	D.	East Portland,	Vindicator,	W.
Goldaboro,	Argus,	D. & W.	Portland,	Oregonian,	D. & W.
Greensboro,	Workman,	D.	Salem,	Statesman,	D. & W.
New Berns,	Journal,	D. & W.	The Dalles,	Times Mountaineer,	W.
Oxford,	Day,	D. & W.			
Raleigh,	News & Observer,	D. & W.			
Washington,	Progress,	W.			
Wilmington,	Messenger,	D. & W.			
Wilson,	Advance,	W.			
Winston,	Sentinel,	W.			

## NORTH DAKOTA.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Blismarck,	Tribune,	D. & W.	Allentown,	Chronicle & News,	D. & W.
Fargo,	Republican,	D. & W.	Altoona,	Tribune,	D. & W.
Grand Forks,	Herald,	D. & W.	Ashland,	Evening Telegram,	D. & W.
Jamestown,	Alert,	D. & W.	Beaver Falls,	Tribune,	D. & W.
Mandan,	Pioneer,	D. & W.	Bellefonte,	News,	D.

## OHIO.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Akron,	Beacon,	D. & W.	Bradford,	Era,	D. & W.
Alliance,	Leader,	D. & W.	Bristol,	Every Evening,	D.
Ashland,	Gazette,	D. & W.	Butler,	Times,	D. & W.
Ashtabula,	Beacon,	S. W.	Carbondale,	Leader,	D. & W.
Athens,	Journal,	D. & S. W.	Carlisle,	Sentinel,	D. & W.
Bellaire,	Tribune,	D.	Chambersburgh,	Repository,	D. & W.
Bellefontaine,	Republican,	S. W.	Chester,	Times,	D.
Bowling Green,	Democrat,	S. W.	Columbia,	News,	D. & W.
Bucyrus,	Press,	W.	Conshohocken,	Recorder,	D. & W.
Cambridge,	Telegraph,	D.	Corry,	Leader,	D. & W.
Canton,	Jeffersonian,	W.	Danville,	Record,	D. & W.
Chillicothe,	Hepostitory,	D. & W.	Du Bois,	Courier,	D. & W.
Cincinnati,	News,	D. & W.	Dunmore,	Pioneer,	W.
Circleville,	Enquirer,	D. & W.	Easton,	Argus,	D. & W.
Cleveland,	Herald,	D.	Erie,	Herald,	D. & W.
Columbus,	Journal,	D. & W.	Franklin,	News,	D.
Coshocton,	Leader,	D.	Freeland,	Progress,	S. W.
Cynthiana,	Herald,	D. & W.	Gettysburg,	Star & Sentinel,	D. & W.
Defiance,	Crescent,	D.	Greensburg,	Press,	D. & W.
Delaware,	Gazette,	D.	Harrisburg,	Independent,	D. & W.
East Liverpool,	Crisis,	D. & S. W.	Hazleton,	Sentinel,	D. & W.
Eaton,	Register,	D. & W.	Homestead,	Local News,	W.
Elyria,	Republican,	W.	Honesdale,	Independent,	D. & S. W.
Findlay,	Jeffersonian,	D. & W.	Huntington,	News,	D. & W.
Fostoria,	Dispatch,	D. & W.	Indiana,	Democrat,	W.
Fremont,	News,	D. & W.	Johnstown,	Tribune,	D. & W.
Gallatin,	Inquirer,	D. & W.	Kittanning,	Free Press,	W.
Gallipolis,	Bulletin,	W.	Lancaster,	New Era,	D. & W.
Greenville,	Democrat,	W.	Lebanon,	Times,	D. & W.
Hamilton,	News,	D. & W.	Lewisburgh,	News,	W.
Hillsborough,	Gazette,	D. & W.	Lewistown,	Democrat & S'tnin'l,	D. & W.
Ironton,	Ironclad,	D. & W.	Lock Haven,	Express,	D. & W.
Jackson,	Standard-Journal,	W.	McKeesport,	News,	D.
Kenton,	Republican,	W.	Mahoning City,	Record,	Tri-W.
Lancaster,	Eagle,	W.	Mauch Chunk,	Times,	D. & W.
			Meadville,	Tribune-Repub.,	D. & W.
			Milton,	Record,	W.

## PENNSYLVANIA.

Place.	Paper.	Issue.
Monongahela,	Republican,	D. & W.
New Castle,	News,	D. & W.
Norristown,	Times,	D. & W.
Oil City,	Derrick,	D. & W.
Philadelphia,	Record,	D.
Phillipsburg,	Journal,	D. & W.
Phoenixville,	Republican,	D. & W.
Pittsburgh,	Dispatch,	D.
Pittston,	Gazette,	D. & W.
Pottstown,	Ledger,	D. & W.
Pottsville,	Chronicle,	D. & W.
Reading,	Eagle,	D. & W.
Scranton,	Truth,	D.
Shamokin,	Dispatch,	D. & W.
Sharon,	Eagle,	D. & W.
Shenandoah,	Herald,	D. & W.
So. Bethlehem,	Star,	D.
Steelton,	Advocate,	D. & W.
Sunbury,	Daily,	D.
Susquehanna,	Transcript,	D. & W.
Tamaqua,	Courier,	W.
Titusville,	Herald,	D. & W.
Towanda,	Review,	D. & W.
Uniontown,	Standard,	D. & W.
Warren,	Mirror,	D. & W.
Washington,	Reporter,	D. & S. W.
Wellsboro,	Agitator,	W.
West Chester,	News,	D. & W.
Wilkes Barre,	Record,	D. & W.
Williamsport,	Gazette-Bulletin,	D. & S. W.
York,	Daily,	D. & W.

RHODE ISLAND.

Place.	Paper.	Issue.
Newport,	News,	D. & W.
Pawtucket,	Evening Times,	D.
Providence,	Journal,	D.
Westerly,	Tribune,	D. & W.
Woonsocket,	Reporter,	D.

SOUTH CAROLINA.

Place.	Paper.	Issue.
Anderson C. H.,	Intelligencer,	W.
Charleston,	News and Courier,	D. & W.
Columbia,	Register,	D. & W.
Greenville,	News,	D. & W.
Newberry,	Observer,	W.
Spartanburg,	Spartan,	W.

SOUTH DAKOTA.

Place.	Paper.	Issue.
Aberdeen,	News,	D. & W.
Deadwood,	Pioneer,	D.
Huron,	Times,	D. & W.
Mitchell,	Republican,	D. & W.
Sioux Falls,	Press,	D. & W.
Watertown,	Courier-News,	D. & W.
Yankton,	Press and Dakotan,	D. & W.

TENNESSEE.

Place.	Paper.	Issue.
Bristol,	Courier,	D. & W.
Chattanooga,	Times,	D. & W.
Clarksville,	Chronicle,	D. & W.
Cleveland,	Banner-News,	W.
Columbia,	Herald,	W.
Jackson,	Tribune,	D. & W.
Knoxville,	Journal,	D. & W.
Memphis,	Avulachne,	D. & W.
Murfreesboro,	Free Press,	W.
Nashville,	American,	D. & W.
Pulaski,	Democrat,	W.

TEXAS.

Place.	Paper.	Issue.
Austin,	Statesman,	D. & W.
Beaumont,	Enterprise,	W.
Belton,	News,	D. & W.
Bonham,	News,	W.
Brenham,	Banner,	D. & W.
Brownsville,	Cosmopolitan,	D.
Brownwood,	Banner,	W.
Bryan,	Pilot,	W.
Cleburne,	Chronicle,	W.
Colorado,	Clipper,	W.
Corpus Christi,	Caller,	W.
Corsicana,	Observer,	W.
Dallas,	News,	D. & W.
Denison,	Journal,	D.
Denton,	Chronicle,	W.
El Paso,	Times,	D.
Fort Worth,	Gazette,	D. & W.
Galveston,	Hesperian,	D. & W.
Gatesville,	Star,	W.

Place.	Paper.	Issue.
Greenville,	Banner,	W.
Houston,	Post,	D. & W.
Lampasas,	News-Dispatch,	W.
Laredo,	Times,	D. & W.
McKinney,	Democrat,	W.
Marshall,	Star,	D. & W.
Orange,	Tribune,	W.
Paris,	News,	D. & W.
San Angelo,	Standard,	W.
San Antonio,	Express,	D. & W.
Sherman,	Democrat,	D. & W.
Sulphur Springs,	Gazette,	S. W.
Texarkana,	News,	D. & W.
Tyler,	Dem. & Reporter,	D. & W.
Victoria,	Advocate,	W.
Waco,	Day,	D.
Waxahachie,	Enterprise,	W.
Weatherford,	Constitution,	W.

UTAH TERRITORY.

Place.	Paper.	Issue.
Logan,	Journal,	S. W.
Ogden,	Standard,	D. & S. W.
Provo City,	Enquirer,	D. & S. W.
Salt Lake City,	Tribune,	D. & W.

VERMONT.

Place.	Paper.	Issue.
Bennington,	Banner,	W.
Brattleboro,	Reformer,	W.
Burlington,	Free Press,	D. & W.
Montpelier,	Argus and Patriot,	W.
Rutland,	Herald,	D. & W.
St. Albans,	Messenger,	D. & W.
St. Johnsbury,	Caledonian,	W.

VIRGINIA.

Place.	Paper.	Issue.
Alexandria,	Gazette,	D.
Charlottesville,	Republican,	W.
Danville,	Register,	W.
Fredericksburg,	Star,	S. W.
Hampton,	Bulletin,	W.
Yorkburg,	Advance,	D. & W.
Manchester,	Leader,	D. & W.
Norfolk,	Virginian,	D. & W.
Petersburg,	Index-Appeal,	D. & W.
Portsmouth,	Progress,	D. & W.
Richmond,	Dispatch,	D. & W.
Roanoke,	Herald,	D.
Staunton,	Valley Virginian,	W.
Winchester,	Times,	W.

WASHINGTON.

Place.	Paper.	Issue.
Seattle,	Post Intelligencer,	D. & W.
Spokane Falls,	Chronicle,	D. & W.
Tacoma,	Ledger,	D. & W.
Walla Walla,	Statesman,	D. & W.

WEST VIRGINIA.

Place.	Paper.	Issue.
Charleston,	Star,	D. & W.
Clarksburg,	News,	W.
Grafton,	Sentinel,	W.
Huntington,	Evening Times,	D.
Martinsburg,	Statesman,	W.
Parkersburg,	State Journal,	D. & W.
Pt. Pleasant,	Gazette,	W.
Wheeling,	Intelligencer,	D. & W.

WISCONSIN.

Place.	Paper.	Issue.
Appleton,	Post,	D. & W.
Ashland,	News,	D. & W.
Baraboo,	Republic,	W.
Beloit,	Free Press,	D. & W.
Chippewa Falls,	Independent,	D. & W.
Eau Claire,	Free Press,	D. & W.
Fond Du Lac,	Commonwealth,	D. & W.
Green Bay,	Gazette,	D. & W.
Janesville,	Gazette,	D. & W.
Kenosha,	Telegraph Courier,	D. & W.
La Crosse,	R'p'blic n & Leader,	D. & W.
Madison,	Democrat,	D. & W.
Marinette,	Eagle,	W.
Menomonie,	News,	D. & W.
Milwaukee,	Wisconsin,	D. & W.
Monroe,	Independent,	D.
Neenah,	Times,	D. & W.
Oconto,	Reporter,	W.
Oshkosh,	Northwestern,	D. & W.
Portage,	Register,	D. & W.
Racine,	Journal,	D. & W.
Sheboygan,	Journal,	D. & W.

Place.	Paper.	Issue.	Place.	Paper.	Issue.
Stevens Point,	Journal,	W.	St. Hyacinthe,	Le Courrier,	T.-W. & W.
Waukesha,	Freeman,	W.	St. John's,	News & Advocate,	W.
Wausau,	Torch of Liberty,	W.	Sherbrooke,	Gazette,	W.
West Superior,	Journal,	D. & W.	Sorel,	Le Sorelois,	S. W.

## WYOMING TERRITORY.

Place.	Paper.	Issue.
Cheyenne,	Leader,	D. & W.
Laramie City,	Boomerang,	D. & W.

## BRITISH COLUMBIA.

Place.	Paper.	Issue.
Vancouver,	News Advertiser,	D. & W.
Victoria,	Colonist,	D. & W.

## MANITOBA.

Place.	Paper.	Issue.
Winnipeg,	Free Press,	D. & W.

## NEW BRUNSWICK.

Place.	Paper.	Issue.
Chatham,	World,	S.-W. & W.
Fredricton,	Gleaner,	D. & W.
Moncton,	Times,	D. & W.
Saint John,	Telegraph,	D. & W.

## NOVA SCOTIA.

Place.	Paper.	Issue.
Amherst,	Record,	T.-W. & W.
Halifax,	Chronicle,	D. & W.
Liverpool,	Clarion,	W.
Lunenburg,	Progress,	W.
North Sydney,	Herald,	W.
Pictou,	News,	W.
Sydney,	Reporter,	W.
Truro,	Guardian,	W.
Windsor,	Journal,	W.
Yarmouth,	Times,	S. W.

## ONTARIO.

Place.	Paper.	Issue.
Barrie,	Examiner,	W.
Belleville,	Ontario,	D. & W.
Berlin,	News,	D. & W.
Brampton,	Conservator,	W.
Brantford,	Expositor,	D. & W.
Brockville,	Recorder,	D. & W.
Chatham,	Planet,	Tri.-W. & W.
Coburg,	Sentinel-Star,	W.
Collingwood,	Bulletin,	W.
Cornwall,	Standard,	W.
Galt,	Reporter,	W.
Goderich,	Star,	W.
Guelph,	Mercury & Adver.,	D. & W.
Hamilton,	Times,	D. & W.
Ingersoll,	Tribune,	W.
Kingston,	Whig,	D. & W.
Lindsay,	Post,	W.
Napanee,	Advertiser,	D. & W.
Napanea,	Beaver,	W.
Niagara Falls,	Record,	S. W.
Orangeville,	Post,	W.
Orrilla,	Times,	D. & W.
Ottawa,	Free Press,	D. & S. W.
Owen Sound,	Times,	W.
Pembroke,	Observer,	W.
Perth,	Courier,	W.
Peterborough,	Review,	D. & W.
Petrolia,	Advertiser,	W.
Pictou,	Times,	W.
Port Arthur,	Sentinel,	D. & W.
Port Hope,	Guide,	D. & W.
St. Catharines,	Journal,	D. & W.
St. Thomas,	Journal,	D. & W.
Sarnia,	Canadian,	W.
Simcoe,	Reformer,	W.
Stratford,	Herald,	D. & W.
Toronto,	Globe,	D. & W.
Whitby,	Chronicle,	W.
Windsor,	Review,	W.
Woodstock,	Sentinel-Review,	D. & W.

## PRINCE EDWARD ISLAND.

Place.	Paper.	Issue.
Charlottetown,	Examiner,	D. & W.

## QUEBEC.

Place.	Paper.	Issue.
Levis,	Le Quotidien,	D. & W.
Montreal,	Star,	D. & W.
Quebec,	Telegraph,	D.

## NEWFOUNDLAND.

Place.	Paper.	Issue.
St. John's,	Telegram,	D.

An advertisement placed in but one paper in a place, although the best paper, will certainly fail to reach many of the best citizens. In large cities many an advertiser finds it desirable to use a considerable number of newspapers. For complete lists and for all further desirable information, advertisers are referred to the latest issue of the American Newspaper Directory.

## MORNING AND EVENING NEWSPAPERS.

The past decade has witnessed many changes in journalism, says the *Keele Constitution-Democrat*. Until a few years ago the morning papers had things pretty much their own way, and the impression prevailed, both on the part of the public and newspaper men themselves, that the morning issue was the only profitable newspaper enterprise. Hence newspaper men of ability preferred to engage in morning work, while the evening field was either neglected or in the hands of men who failed to realize what their opportunities were. The proprietors of the morning papers did about as they pleased. There was but little opposition to affect their prosperity. Now each recurring year finds the evening paper a more important factor in the journalistic field. In the earlier days, by reason of limited circulations, the evening paper, to a certain extent, was at the mercy of those of morning issue. The morning paper talked to a larger number of people, and consequently the evening edition could not successfully combat the ideas advanced. Then came changed conditions. The evening papers were improved to meet the requirements of the situation. And now, with circulations in hundreds of cities far larger than the morning issues, the evening journal has the advantage and asks no favor. Fast mail trains on the railroads leading from the metropolitan cities have had a tendency to reduce country morning circulations and business.

**COST OF PUBLISHING A  
NEWSPAPER.**

What is the total annual cost to the wholesale purchasers of news—namely, the publishers—of the entire news product of the United States? An answer to this question would be of interest, but it has never been answered. For several years I have been gathering information upon which to base an estimate. Publishers have uniformly extended me every courtesy; nevertheless, I find it an exceedingly difficult quantity to arrive at, and for my figures I do not claim absolute accuracy. Publishers in this country annually expend something near the following sums for news:

For press dispatches.....	\$1,820,000
" special ".....	2,250,000
" local news.....	12,500,000
	\$16,570,000

The business of the Associated Press, a mutual concern which pays nothing for its news, and which serves its patrons at approximate cost, amounts to \$1,250,000 per annum; and that of the United Press, a stock corporation, is \$450,000 per annum. The former aims to provide news about all important events, in which work \$120,000 in telegraph tolls is expended; while the latter endeavors, above all else, to provide accounts of events occurring in the vicinity of the respective papers served.

The estimate for special dispatches includes telegraph tolls and pay of the correspondents who furnish the news. This service is conducted by the publishers in the large centers of population, who find the reports furnished by the press associations either not full enough, or not to the political taste of their readers. Here are the average monthly bills for special dispatches of fourteen leading journals:

Atlanta Constitution.....	\$1,100
Boston Herald.....	5,500
Chicago Herald.....	6,500
" Tribune.....	4,500
Cincinnati Commercial-Gazette.....	5,800
" Enquirer.....	4,750
Kansas City Journal.....	1,000
Minneapolis Tribune.....	3,000
New York World.....	9,514
Philadelphia Press.....	3,600
San Francisco Call.....	3,500
" Examiner.....	8,000
St. Louis Globe-Democrat.....	11,600
" Republic.....	3,500

The foregoing are the extreme in this department of expenditure. Many ex-

cellent journals find it possible to limit their bills to from \$400 to \$1,000 per month.

The cost of the "local" news far exceeds that of both the other departments; not because the local services of individual papers cost more in every instance, but because so many journals maintain local bureaus, yet pay nothing for press or other dispatches. The bills for local news of the leading New York dailies are the largest of any in the country, and for two reasons—a larger territory to cover and a greater demand from outside for the local news of New York. Their weekly bills range from \$1,500 to \$3,400.

When news is delivered upon the news editor's desk it has then to be edited; and editors' services command in Boston from \$30 to \$60 per week; in New York, from \$40 to \$100; in Philadelphia, from \$30 to \$70; in Cincinnati, from \$25 to \$50; in Chicago, from \$40 to \$80; in St. Louis, from \$20 to \$45, and in San Francisco, from \$40 to \$65. There are 35,000 persons in the United States engaged in editorial work upon daily and weekly newspapers. This is the report of the labor organizations; but more than half this number more properly belong in the list of newsgatherers rather than of editors, a class whose services command only from \$10 to \$35 per week.

White-paper bills cut a big figure in the outlay of the newspaper publisher. Here are the annual paper bills of eighteen leading journals:

Atlanta Constitution.....	\$651,000
Baltimore American.....	108,000
Boston Herald.....	315,000
Boston Globe.....	326,000
Chicago Herald.....	265,000
Chicago News.....	324,000
Chicago Tribune.....	195,000
Cincinnati Enquirer.....	252,000
Kansas City Journal.....	55,000
Louisville Courier-Journal.....	135,000
Minneapolis Tribune.....	40,000
New York World.....	67,500
Philadelphia Press.....	245,000
Philadelphia Times.....	165,000
San Francisco Call.....	120,000
San Francisco Examiner.....	155,000
St. Louis Globe-Democrat.....	208,000
St. Louis Republic.....	125,000

It is to be remembered that circulation is not the only factor which determines the amount of the publishers' white-paper bills. Both the size of the sheet issued and the quality of the paper used are material considerations.

Following are weekly composition bills of several of the great dailies:

Baltimore American.....	\$2,000
Boston Globe.....	4,100
Chicago Herald.....	2,100
Chicago News.....	1,500
Chicago Tribune.....	2,500

NOTE.—The above is portion of an article entitled "What's the News?" republished by special permission from advance sheets of the *June Century*.



Cincinnati Enquirer.....	3,200
New York Herald.....	3,700
New York Times.....	3,000
New York World.....	6,000
Philadelphia Ledger.....	2,150
San Francisco Call.....	1,650
St. Louis Globe Democrat.....	2,700
St. Louis Republic.....	2,000

The New York *Sun* pays \$140 per week to proof-readers; the New York *Times* and New York *Tribune*, \$245 each; and the New York *Herald* and New York *World*, \$315 each. A new "dress" of type for the New York *Times* or New York *Tribune* costs \$12,000; for the New York *Herald*, \$15,000, including mailing type; and for the New York *World*, \$13,800, excluding mailing type. As a rule, new type is purchased annually.

Immediately the newspaper leaves the office of publication there are items of expense that are seldom considered. They are the pay and the profit of the person who leaves the paper at your door. The fact that you regularly receive and pay for the paper is worth to him, in the form of good-will, \$2 if you live in Atlanta, Boston, Cincinnati, Chicago, Cleveland, Louisville or St. Paul; \$3 if in Pittsburgh, San Francisco or St. Louis; and \$5 if in New York, Philadelphia or Washington.

Even your circumstances are taken into the account—wealth, age, disposition—as affecting your likelihood to continue a subscriber. Newspaper-delivery routes are staple properties, varying in value according to the number and—oddly, but logically—the social standing of the patrons served.

A route owner who regularly receives from a subscriber 12 cents per week for the Philadelphia *Public Ledger* holds the name of that subscriber, when he sells his route, at a stiff \$4 to \$5—the highest, if its list be taken as a whole, of any journal in America. Carriers deliver 60,000 copies daily of the Philadelphia *Public Ledger*. Note the large capital here represented. The man who buys the news of the day for a penny contributes his mite toward the support of an American journalism whose product, Mr. Joseph Pulitzer estimates, foots up \$100,000,000 per annum.

Newspaper routes are worth from \$200 to \$2,000 in Atlanta, Baltimore, Boston, Milwaukee and New Orleans; from \$400 to \$3,000 in Cleveland, Minneapolis and Pittsburgh; and from \$1,000 to \$5,000 in Chicago, Cincinnati, Denver, New York, Philadelphia, San Francisco and Washington.

Newspapers have two sources of income—advertisements and sales of copies. The former is greater than the latter, but not in a proportion so overwhelming as is generally supposed. Most dailies in our largest cities realize an income in about the proportion of two-thirds from advertising to one-third from subscriptions and sales. The value of great newspaper plants is difficult to arrive at. A rule is, to value the good-will—a quantity which does not include building, outfit, or machinery—at the sum of the profits during the preceding five years. But this rule is followed only in legal appraisements; I know of no publisher who ever sold at such a price.

EUGENE M. CAMP.

#### CLEVELAND NEWSPAPERS.

By every one who recalls the principal cities of the United States, Cincinnati is named as the metropolis of Ohio. To be told that Cleveland prints as many newspapers, has nearly as large a population, and promises, within a few years, to relegate its southern sister to the second place, creates surprise; yet the year 1900 will show this condition of affairs to be an accomplished fact.

Although there are a dozen daily newspapers in Cleveland, the field is practically covered by the *Plain Dealer*, *Press* and *Leader* establishments. The *Press*—an evening paper belonging to the combination known as the Scripps League—has the largest circulation, and it is in its columns that the "Want" advertisements appear.

The *Leader*—with its combination names, *Leader and Morning Herald* and *Evening News and Herald*—is unquestionably the leading newspaper of the city. Its daily editions have a combined issue of more than twenty thousand copies. The Sunday edition is quite as large and the weekly issue is still larger. Advertisements appear in all editions of the daily issue at one price for the whole output.

The old *Plain Dealer*, stanch in its democracy, has a name that for more than a generation has been known to the newspaper readers of the country from the fact that in its columns first appeared the inimitable writings of Artemus Ward. It is issued both morning and evening, and exhibits a larger display of advertising patronage than either of its competitors, though

there are indications that this may not prove that its income from this source exceeds that of the others. It carries a good display of "Want" advertisements, most of which are inserted without charge.

None of the German dailies issued in Cleveland are specially prosperous or influential. The most conspicuous weekly of Cleveland is the *Ohio Farmer*, a handsome sixteen-page newspaper, sold at one dollar a year, having a regular issue of more than sixty thousand copies, and netting its proprietors the handsome profit of a hundred dollars for each of the three hundred and sixty-five days in the year.

There is another weekly having as large an issue—an evangelical publication called the *Union Gospel News*—but it is sold at the nominal price of twenty-five cents a year.

#### MUST ADVERTISE.

One of the strangest things of the gas belt is that some of the villages and small towns having abundance of natural fuel and superior advantages of location are making no efforts to improve their condition and do not even advertise their opportunities; whereas a judicious application of printers' ink would largely increase their wealth and add to the joys of their surroundings. The towns of the belt having the most rapid growth are those which are liberal patronizers of the newspapers, both at home and abroad, and it would be well if these facts were treasured. I predict that the future growth of the towns of Eastern Indiana, if they expect to arrive at cityhood, must be through the use of the press more than any other means, and it is a wise town that will keep itself well advertised.—*Correspondence of a Cleveland (O.) Newspaper.*

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by mail to sufferers.  
Dr. R. SCHIFFMAN, St. Paul, Minn.

**HOTELS** should advertise in the NEWS SERIES: *The Richfield News*, *The Saratoga News*, *The Thousand Island News*, *The St. Augustine News*, because these journals reach the cream of the tourist public.

F. G. BARRY, Pub. General Office, Utica.

**\$1.00 PORTRAITS.** Cheapest in the World. Send for Proofs. PRESS ASSOC'N, Columbus, O.

#### HOTEL PROPRIETORS AND STEWARDS

Will be surprised at the superior quality of our **Champion Hotel Soap**, which we offer at \$1.50 per 100 lbs. There's nothing cheap about it except the price. Send us an order, or write for sample, to **CHAMPION SOAP POWDER CO.**, 81 Orange St., Providence, R. I.

#### BELT DRESSING

##### AND Leather Preservative.

Warranted to give satisfaction. It absolutely prevents a belt from slipping. Thoroughly preserves the leather and protects the elasticity of the belt. It will pay you to send for circular.

**JOS. DIXON CRUCIBLE CO.,**  
Jersey City, N. J.



#### BARCAINS IN TYPE.

50 lbs. Nonp. O. S., 20c.; 400 lbs. Lg. Pr. O. S., 15c.; 400 Lg. Pr. O. S., 15c.; 100 lbs. Brev. O. S., 20c. Send for proofs. Also job fonts. Tennis Tured Stitches, cost \$20.00, for \$45. Chicago Water Motor, cost \$15, for \$20 (new).

#### BARCAINS IN PAPER.

100 Reams, blue cover, 18 1/2 x 24 1/2, 24 lbs., at 6c.; 400 Reams, mf. tint, 24 1/2 x 37, 40 lbs., 50c., at 5c. **F. E. HOUSH & CO.**, Brattleboro, Vt.

#### LONG BRANCH NEWS.

Long Branch, - - New Jersey.  
**CLIFTON W. TAYLEUR,**  
Sole Editor and Publisher.

Twenty-fourth year. Independent in everything; neutral in nothing. Published every Friday evening. \$1.50 a year. Tri-weekly edition, July and August. A reliable Cottage Directory. Hotel arrivals. Gossip of the beach, piazzas and race-course. Oldest, most prosperous and most widely circulated paper at Long Branch. Circulates throughout the State, Union and in Europe. Every property holder reads it.

#### ALBANY, N. Y.

**GEO. P. ROWELL & CO.**  
publish a list of

The best or most widely circulated or influential Newspapers

issued at important business centers throughout the country:—

The Newspaper in each place that gives the Advertiser the most for his money.

On this List

#### THE JOURNAL

(Daily and Weekly)

IS NAMED FOR ALBANY.

## To Hotel Proprietors.

If you want to know how to advertise a  
SUMMER RESORT HOTEL,  
Send for a copy of the

### "Advertiser's Guide."

The price of the GUIDE is \$1. It will be sent  
free to any Hotel Proprietor, on application,  
who will forward a copy of this advertise-  
ment to the Publisher,

**WILLIAM HICKS,**

NEWSPAPER ADVERTISING AGENT,  
150 Nassau St., New York.

## HOW TO INCREASE BUSINESS WITH PROFIT.

*Live Business Men the World over  
Solve it by Using*



Before using  
FOWLER'S BOOK.

After using  
FOWLER'S BOOK.

PRICE, \$2.00. EXPRESS PREPAID.

From your Booksellers or the Publishers.

A. M. THAYER & Co., - - BOSTON, MASS.

THE  
DITHRIDGE  
FLINT GLASS CO.,  
NEW BRICHTON, PA.

Manufacture

A Complete Line

of

Hotel, Restaurant and Bar

**GLASSWARE,**

of the finest quality.

*Our Catalogue gives size  
and capacity of every-  
thing we make.*

## THE CHALLENGE NEWSPAPER FILE.

The Latest! The Best! The Most Complete!

Will Hold One Month of any Daily Paper.

It is simple, compact, light, and papers  
may be filed in consecutive order, like a  
bound book, or half and half—the old way.  
Papers can be put into this file and taken  
out in less time than in any other file.

Made of walnut or ash, with clutches and  
hinges of brass. Sizes are 15, 18, 21, 24, 27, 30,  
33 and 36 inches in length. The figures refer  
to length of newspaper space.

PRICE \$6.00 PER DOZEN.

## THE CHALLENGE NEWSPAPER RACK,

Made to order to hold any desired number of  
files, from \$8.00 upwards.

### OUR SPECIAL OFFER.

A CHALLENGE WALL RACK and 6 FILES  
complete, for \$6.00.

These Files and Racks are now in use in  
many prominent clubs, libraries and hotels  
in New York and elsewhere, among others  
the Hoffman House, Astor House and Grand  
Union Hotel.

Send for full descriptive price-list to

**HOWARD M'F'G STATIONERY CO.,**  
85 Liberty Street, New York.

☞ Mention this paper.

## NEWSPAPER A BOOK ADVERTISING 256 Pages,

Contains:

DAILY NEWSPAPERS IN NEW YORK  
CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF  
more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF  
more than 30,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS,  
covering every town of over 5,000 population  
and every important county seat.

ONE NEWSPAPER IN A STATE: the  
best one for an advertiser.

STATE COMBINATIONS IN WHICH AD-  
vertisements are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY  
section of the country: a choice selection,  
made with great care, guided by long experi-  
ence.

LARGEST CIRCULATIONS. A COMPLETE  
List of all papers issuing regularly more than  
25,000 copies.

NINE BARGAINS IN ADVERTISING FOR  
experimentors.

BARGAINS IN ADVERTISING IN DAILY  
Newspapers in many cities and towns; offers  
peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE  
List of the very best.

6,652 VILLAGE  
NEWSPAPERS—  
more than one-half  
of all the American  
Weeklies—in which  
advertisements are  
inserted for \$46.55 a  
line and appear in  
the whole lot.

Book sent to any  
address for

THIRTY CENTS.



The Boston Herald  
with its  
Honest Circulation  
the  
Growth of Fifty Years,  
Widespread Influence

AND  
Careful attention paid to  
the setting and position  
of advertisements, is the

Best Advertising Medium  
in  
New England

It carries more advertising  
than any other New England  
Paper.



The W. D. Wilson  
**Printing Ink Co.,**  
LIMITED,  
140 WILLIAM STREET,  
NEW YORK,

\*\*\*\*\*  
**H**AVE ISSUED a new WHOLESALE PRICE LIST giving Special Prices of PRINTING INKS in quantities. This is the first time in the history of the Printing Ink Trade that such a One Price System has been adopted. This Price List is intended for the Cash Paying Trade.

Send for Specimen Book, Price List, and Special Terms for Cash Orders.

\*\*\*\*\*  
ADDRESS  
**W. D. WILSON PRINTING INK CO., L't'd,**  
140 WILLIAM ST., NEW YORK.

=====

*PRINTERS' INK is printed with Wilson's  
30 Cent Book Ink.*

# Your Hotel

might draw a large number of very desirable patrons to it if its attractions and prices were made known. It will not cost you much to put your card before the

## 260,000 Families

who read our papers.

These people are not all wealthy, but none of them are so poor as not to be able to take a vacation. Indeed they are the very people who take vacations—the provident, well-to-do, work-a-day folk, who look forward to their two weeks' outing, and whose money, carefully earned, is as carefully spent. They watch their favorite religious weekly to find which hotels seek their custom, then make choice, and the hotels which provide for them get their cash and have a good season.

That is true of the readers who are wage-earners. It is equally true of the salaried men and women and the more wealthy families who take longer vacations in resorts that suit them. They know that hotels which seek them through their particular religious paper are worthy of their patronage.

It will cost you from \$32.90 an inch up, according to the number of insertions and size of the advertisement. Of course, a smaller advertisement and a selection of the papers will reduce the cost. Ask your advertising agent about these papers, or write to us.

The  
Religious Press  
Association,  
Chestnut & Tenth Sts.,  
PHILADELPHIA, PA.  
(Mutual Life Building.)

Sunday School Times.  
PHILADELPHIA.

Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger.  
Episcopal Recorder.  
Christian Instructor.  
Christian Statesman.  
Christian Recorder.  
Lutheran.

BALTIMORE.  
Baltimore Baptist.  
Episcopal Methodist.

One  
Price  
Advertising  
Without Duplication  
Of Circulation  
HOME 14 BEST  
JOURNALS WEEKLIES  
Every Week  
Over 260,000 Copies  
Religious Press  
Association  
Phila

\*\*\*\*\* SPRING OF 1890. \*\*\*\*\*

# Our Country Home,

NEW YORK.

WE GUARANTEE THAT  
**Our Country Home**

Has a paid-in-advance Subscription List of more than

❧ 100,000. ❧

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

## Our Country Home

is published monthly, and is to-day recognized as

**One of the Leading Rural Home Journals  
of America!**

*Each number consists of Sixteen to Twenty-four Pages, handsomely  
illustrated and well printed.*

### ADVERTISING RATES.

Ordinary Advertisements.....60 Cents per Agate Line.

### DISCOUNTS.

3 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

Send **COPY** and **ORDER AT ONCE** for **NEXT** issue.

**OUR COUNTRY HOME PUBLISHING CO.,**  
88 Fulton Street, New York.



## To Proprietors of Hotels and Summer Resorts who Contemplate Newspaper Advertising.


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Write to us, state the amount of money you are prepared to expend, the class of people you desire to secure as guests, from which part of the country they are most likely to come—whether North, South, East or West—whether from the larger cities or those of smaller size, and we can then prepare for you a plan of advertising such as will be most likely to pay you best, and can place the same at the most favorable prices obtainable for good service. Send also a copy of what you wish the advertisement to contain, leaving it to us to put it in type and give it the space best for the papers in which it is to appear. Our long experience justifies the statement that we possess every advantage which the advertiser finds it desirable and profitable to secure in his agent.

Address

GEO. P. ROWELL & CO.,  
NEWSPAPER ADVERTISING BUREAU,  
10 Spruce Street, New York.

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 A FREE copy of the AMERICAN NEWSPAPER DIRECTORY for 1890, just issued (price five dollars), will be sent, carriage paid, to any person who is a patron of Geo. P. Rowell & Co's Advertising Bureau to the amount of fifty dollars.

 Whenever an advertiser does business with Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Ten Dollars he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK, a journal for advertisers—published weekly.

# THE AMERICAN NEWSPAPER DIRECTORY.

TWENTY-SECOND YEAR.

NEW YORK:

GEO. P. ROWELL & CO.

*From the Philadelphia Item, May 8, 1890.*

The veriest glance at the pages of this volume will reveal its great utility to all advertisers, and the immense amount of labor necessary in the preparation of a work of its kind.

The total number of periodical publications, of which information is contained in this work, is 17,700. Even the most extensive advertisers can not deal with all of these publications. If a selection of some few is to be made, it would be like groping in the dark for the general advertiser to attempt, without any assistance, to place his advertisements where they would be most advantageous to him.

It is just at this point that "Rowell's Newspaper Directory" proves its usefulness. Here is a practically complete list of all periodical publications, with just that information as to circulation, character, size, price and other matters of each publication, which is needed by the advertiser to aid him in selecting the proper medium in which to advertise.

In this Newspaper Directory is contained a great mass of this sort of information, conveniently arranged for reference, which it is out of the question to suppose the advertiser could obtain through any other means. It follows, necessarily, that for such a work to have any value at all, it must be thoroughly reliable.

The name of George P. Rowell & Company is a sufficient guarantee of the honesty and reliability of the information contained in their Directory, which is issued annually. It was in 1869 that this advertising agency determined upon the collection and publication of a so-called Newspaper Directory which should embrace the mention of every publication in the country of a substantial and permanent character. The work has continued since that time, and the book has increased in size until the present edition, which has just been issued, and which is a large octavo volume, containing about 1,500 pages. The labor of such an undertaking would have been too great to attain successful results, except for the fact that the present history is the result of the slow growth of twenty years.

No other country in the world has ever witnessed anything like the wonderful growth of American newspapers. Two hundred years ago the first newspaper published on this continent was printed in Boston. It is impossible to say what was the total number of newspapers published before the Civil War, because there were no complete lists in

existence then. The increase since that time has been simply marvelous.

Every business man who has any faith at all in the utility of printers' ink should give his careful attention to the statistics contained in this admirable volume.

Of the entire 17,700 publications enumerated, 13,164 are weeklies, 2,191 are monthlies and 1,626 are dailies. The remainder, which are issued at various periods, are of slight importance for the large advertisers. Although the newspapers of Canada are included in the list, the entire number is only 812, so that about 17,000 periodicals are now published in the United States alone. The large number of weeklies is accounted for by the fact that that is the form in which the newspaper of a new or small community first appears.

Therefore much the larger part of them are papers of small circulation; in fact, the weeklies of largest circulation are those connected with daily newspapers. New York State, of course, heads the other States in the number of publications, no less than 1,773 standing to her credit. Illinois is the second in the number of publications issued, and Pennsylvania third.

Making allowances for inaccuracies, it is entirely certain that there are considerably less than 40 newspapers and other periodicals in the United States that have a circulation exceeding 25,000 copies, and that there are less than 600 daily newspapers with a circulation exceeding 3,000 copies.

Besides the great mass of valuable and useful information contained in this work, there is in it much that is interesting. More than a quarter of all the periodicals which are sold, 10,807,350, it is shown, are printed in New York; while Pennsylvania, Illinois and Massachusetts together, print more than another quarter of all.

Every one will recognize the almost insurmountable difficulties, and in some instances the impossibility of obtaining absolutely correct information of the nature of that contained in a Newspaper Directory. As the publishers themselves say: "The work of revision proceeds all the time. The book can never be made perfect;" and then they add: "But no pains will be spared to sustain the position which 'Rowell's Newspaper Directory' has attained in the good opinion of advertisers and publishers," and in the work itself there is more than sufficient evidence of the truthfulness of this last statement.

The *Item* congratulates Rowell & Co. on the thorough impartiality and accuracy displayed in the classification of the different newspapers. But the house is old and honorable, and very successful, and nothing else could be expected.

THE AMERICAN NEWSPAPER DIRECTORY will be sent to any address, carriage paid, on receipt of price, Five Dollars, which includes, in addition to the book, a paid subscription for one year for PRINTERS' INK, which is published weekly, and contains in almost every issue information needed to bring the Directory reports down to date.

ADDRESS

GEO. P. ROWELL & CO.,  
PUBLISHERS,  
—to SPRUCE ST., NEW YORK.

## The Advertising Bureau.

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*Extract from a letter to an advertising patron, written from Geo. P. Rowell & Co's  
Newspaper Advertising Bureau:*

"You are probably aware that the sums which we have set down in our estimate do not bear any relation to the publishers' schedule rate of charge. For instance, we find by examination of the rate card that the schedule rate for the first Alabama paper named on the list is \$35, while the price we propose to offer is \$6; and again in the case of the first Mississippi paper named, we set down \$6 as a fair price to pay, while the publisher's schedule rate would make it cost more than \$60. It is these inconsistencies which make it so unwise for the advertiser who has a considerable field to choose from to lay much stress upon securing particular papers, for if a publisher gets the impression that his paper MUST be used he insists upon schedule prices, which, in the case of small papers, are simply ruinous. This condition of affairs does not exist in the same degree when dealing with the great papers in large cities."

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So many things influence the price of an advertisement in the large class of newspapers which have a sliding scale of charge, that for an advertising agent to promise an advertiser in advance exactly what he will do, he must charge enough to cover contingencies. Advertising has often been procured for \$20 that could not have been safely promised for \$50.

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Advertisers who deal direct with publishers generally occupy larger space and pay more liberal prices than they do when dealing through advertising agents. The tendency of the agency is to place the advertisement in more papers, to secure greater circulation and at smaller cost.

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### A Man's Best Work

can only be given when he is put in a position where he can use his knowledge and facilities to the best advantage. It will pay any advertiser to select an *honest, capable Advertising Agent* and put him in this position.—*N. W. Ayer & Son.*

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For any information about advertising, address  
GEO. P. ROWELL & CO., Newspaper Advertising Bureau,  
10 Spruce St., New York.

## Miscellanies.

## EDITORIAL GLEE.

An editor in sanctum sat  
And smiled (strange sight!) with glee,  
And while I wondered what could cause that smile,  
Thus softly, gayly murmured he:  
"I'd like to dance a Highland fling  
To demonstrate the joy sublime,  
The wild delight this thought can bring:  
That, in the face of facts, no rhyme  
Nor song on spring can poet sing,  
Because we've had no winter-time."  
—*M. S. Bridges in Judge.*

Hailstones intended for publication  
are usually as big as hen's eggs.—*New Orleans Picayune.*

Cobwigger—Quack should be prosecuted for obtaining money under false pretenses. That nostrum of his is no good.  
Brown—Pshaw! Didn't he sell it to you as a skin cure?—*Life.*

A Kansas editor has fled to Colorado, leaving numerous creditors. It is not often that you hear of an editor doing a trick of that kind. Editors who can accumulate creditors are rare.—*Minneapolis Tribune.*

"Pay on publication." Reader—How are those jokes of yours coming out that you sent to the paper some time ago?  
De Ruyter (who has lost patience)—I guess they'll come out with beards!—*Puck.*

She—There's Mr. Jones. He's a literary man, isn't he?  
He—Y-e-e-s.  
She—What's his line—fiction?  
He—Yes; he's a journalist.—*San Francisco Newsdealer.*

A Preferred Position. "Here's a poem which I just dashed off," said a caller to the editor. "I'd like to have it put in a good place."  
"How would top of column next to reading matter suit you?" asked the editor.—*West Shore.*

The stock newspaper cut is a great thing. Ohio dailies that had on hand a cut of the Democratic gerrymander found that for "the track of the tornado" it answered the purpose admirably, and will be a good thing to have on hand when the annual sea-serpent makes its appearance off the Atlantic coast.—*Toledo Commercial.*

Stranger (in Western newspaper office)—Beg pardon, sir, but myself and friends need help to decide a bet. Have you a copy of *Hoyle*?

Old Reporter—No. Don't need any. If the dispute is anything about cards, go into that room across the hall and ask for the religious editor.—*New York Weekly.*

Editor—Mr. Palmerhouse, what do you mean by this sentence: "Future ages will certainly applaud the act with both hands and feet, while the present age flops its ears in a vain endeavor to sweep the cobwebs of doubt from the skies?"

Editorial writer (blushing)—I must have thought, sir, that I was still on a Chicago newspaper.—*Judge.*

A sermon on the mount—The usual bicycle advertisement.—*Light.*

Far-fetched jokes—Translated German humor originally clipped from the American funny papers.—*Puck.*

An Expurgated Edition. Cobwigger—Is that a good paper to take home to the family?

Brown—It will be when I cut out the list of auctions and bargain sales.—*N. Y. Evening Sun.*

A Little Mistake. Editor—See here, Mr. Penne, this won't do. I can't accept a verse rhyming "walk" with "cork."

Post—Excuse me, but I have made a mistake, and handed you the wrong poem. The one you have there is intended for a Boston paper.—*Terre Haute Express.*

Jameson, who has just been married, is rather extravagant, I think. He has a cook and a servant girl. His wife ought to do the housework.

"Oh, she doesn't know how. Before he married her she was the editress of a ladies' cook book and household journal."—*Munsey's Weekly.*

Col. Stephard—How is the new reporter whom I asked you to take on doing?

City Editor—Well, he has at least shown himself to be very pious.

Col. Stephard—In what way?

City Editor—When he has occasion to use the word damp he spells it in this way: "—p."

Col. Stephard—Give him an increase of salary.—*Town Topics.*

Big-Firm Man (to managing editor)—I wish you to give us a write-up as an advertisement and run it as news. Set your price.

Managing Editor—We never do that, sir. But I'll tell you what I had thought of doing. I had concluded to write up your business as being of general interest to our readers; and, of course, if about two-thirds of your gratitude materialized it would be nothing more than might be expected.—*West Shore.*

"Somebody has taken my revolver out of my desk," said the religious editor, glancing around the room.

"You didn't know it was loaded, did you?" asked the snake reporter.

"No, I didn't think so."

"In that case it probably went off of its own accord. They always do, you know, when you don't think they're loaded."—*Philadelphia Press.*

She was the "lady reporter" of the *Daily Planetary System*, and she was "doing" her first baseball game.

"Can you tell me, sir," she inquired of a benign-looking old gentleman who sat next to her—"can you tell me why they have two umpires?"

"Certainly, madam," he replied, with dignified courtesy. "It is in order that whenever one of them is crippled or killed by an infuriated player the game may not be unnecessarily delayed."

And that evening, as the editor lit his editorial pipe with the choicest paragraph in her copy, he assigned her to the underwear article again, to the bitter disappointment of a young man of ideas who wished to make himself famous as a reporter in that branch of journalism.—*Rachel.*